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Convey Ink Launches a New Concept in Marketing Company Challenges the Industry to Become Authentic

Apex, NC - 3 December 2007 - Convey Ink, a branding and marketing company serving the needs of clients in the Triangle area, challenged the marketing industry to join in providing a new level of authenticity and honesty. At a corporate launch in Apex, North Carolina, on 29 November, the company proposed the concept of *Authenticity Marketing*[™] to raise the level of trust in the world of business.

"The public should be able to have confidence in the claims made by our clients, and we are putting our personal reputations behind that," said Drew Becker, President of Convey Ink. "Authenticity Marketing has the potential to reshape the business landscape."

Convey Ink unveiled its promise to the world in the form of a Declaration of Principles the company will use to do business:

- We will provide services based on the principles of authenticity, honesty and trust.
- We will speak the truth in all claims and assertions without reservation.
- We will ensure any project we undertake is free of outside influences and hidden agendas.
- We will guard the rights of the public to know the truth about the products and services we market.

Convey Ink will use these principles as a foundation for client projects and also require clients to adhere to the principles of Authenticity Marketing. In an unprecedented move for a marketing company, Convey Ink challenged fellow branding, marketing, advertising and public relations firms and other professionals to act in accordance with these principles. Anyone signing this agreement will be listed on the Convey Ink website as a bond of trust for the world to see.

"We would like to see our colleagues agree to abide by these principles," Becker added. "It's time for us to provide the authentic level of service clients deserve."

The launch event was well attended by both current and future Convey Ink clients as well as members of the press and local officials. The company is expanding its operations throughout the area to seek new and unique clients who are suited for the services Convey Ink provides.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*[™] where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (WWW.CONVEYINK.COM) or call us (1-919-264-9868) directly.