



#### EXECUTIVE MANAGEMENT:

**Leonard Greene- Chairman-CEO**  
Mr. Greene has built successful technology companies from the ground up for the last two decades.

**Betsy Greene – President, AccuBrite**  
Mrs. Greene has over twelve years of sales experience in the copy supplies industry along with regional and national sales experience to resellers, chain stores, catalog, and mass merchandisers.

**Tore Eikeland – Vice-President of Operations**  
Mr. Eikeland brings over twenty years of Information Technology, team-building, and training experience. He currently runs the day-to-day operations of Greene Concepts.

**Robert Blakely – Director of Distributor Success**  
Mr. Blakely has a proven track record of writing presentations, business plans, sales, and taking products to the masses.



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**Find Out More At:**  
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**Making the world and your pockets a lot GREENER!**

**Mission Statement** – Greene Concepts’ mission is to deliver forward-thinking avenues for businesses and consumers to achieve their goals and aspirations using the highest levels of quality-based, price-valued, environmental-friendly, innovative solutions available in the marketplace today, tomorrow, and beyond.

**CEO and Company Background** – Greene Concepts, Inc. is a publicly traded company formed in 1952. Trading symbol **LKEN** and listed on the OTC Markets at: <http://www.otcmarts.com/stock/lken/quote>. Lenny “Ink-Man” Greene is the company’s current CEO having transitioned the company toward ink and toner refill solutions in 2003. He brings over twenty-five years of experience in print technology having negotiated and closed deals with Fortune 500 corporate accounts in this industry. Over a three-year period, Lenny grew revenues from zero to over \$15 million in residual annuity service contracts including Bank of New York, Citibank, Hofstra University, County of Nassau and ABM-AMRO just to name a few.

**Company Information** – Greene Concepts is headquartered in Fresno, CA. Greene Concepts, Inc. is the parent company and consists of two divisions to include: AccuBrite™ (corporate, catalogue, and retail sales) and INKWAY USA™ (consumer direct marketing ink and toner refill solution). Two future divisions include: AppWay USA™ (mobile business applications) and Mrs. Ink™ (sales to state and federal government agencies).

**Products and Services** – Greene Concepts’ core business involves easy-to-use inkjet and toner refill system solutions for inkjet and laser printers. We provide a variety of comprehensive high-quality and reliable customer solutions for home, office, and large-enterprise environments through retail, web-based, direct sales, and consumer direct marketing channels. Featured products include: 5,000 inkjet and laser toner refill system solutions, along with remanufactured, original equipment manufacturer (OEM), and empty refillable cartridges. This includes our no-mess InkWay USA inkjet refill system and our INKtelligence retail line. New divisions and brands will feature: business-to-consumer mobile application solutions (AppWay USA), nano solar energy, nanoparticle ink solutions, environmental technology, commercial print solutions, service contracts, industrialized ink, and printer line development. No other company offers the sale of quality ink and mobile application solutions through consumer direct marketing. Accelerated growth will occur through our InkWay USA and AppWay USA distributors promoting our ink and toner, mobile applications, and upcoming solution-based products both nationally and internationally.

**Key Industry Facts and Figures** – The inkjet industry is currently valued at \$33.4 billion and expected to reach \$67 billion by 2017 while the mobile application industry is currently \$25 billion and expected to reach \$101 billion by 2017. The U.S. produces 1.2 to 1.5 trillion printed pages annually.

**Financial Information** – Counting just sales from InkWay USA distributors, Greene Concepts anticipates one-year revenues of \$41 million with 249,000 distributors and \$149 million with 900,000 distributors. These figures do not take into account future mobile business application, retail, or government sales.

**Recent Highlights** – Completion of the InkWay USA pre-launch program, Better Business Bureau A+ Accreditation, catalog relationships with seven companies, professional redesign of corporate webpage, development of the AppWay USA division, and the launch of the InkWay USA Synergy Distributor Program.

**Future Plans** – Greene Concepts seeks to expand the capabilities of every small, medium, and large business along with every government entity and individual user through both retail transactions and consumer direct marketing. We expect to quickly generate \$149 million in revenue on our way to over \$1 billion in revenue within a few short years through a unique sales strategy combining consumer direct relationship marketing, multiple product and marketing platforms, retail/ corporate/government/consumer sales, and superior product quality. Greene Concepts’ ability to expand sales and save costs for every business and individual both domestically and abroad is unparalleled in the marketplace.

## TRUTH, MORALS, VALUES

Greene Concepts has achieved an A+ Better Business Bureau Accreditation Rating by incorporating three important traits into their business model that include Truth, Morals, and Values. Greene Concepts strictly adheres to the belief that promoting and fostering the highest ethical relationship between business and the public through voluntary self-regulation, consumer business education, and service excellence. The company continually strives to surpass the standards set forth by the Better Business Bureau through ethical business practices and transparency to ultimately lead to a better informed, knowledgeable and most important, a satisfied customer base. The A+ accreditation rating sets the foundation for Greene Concepts to capture a sizable portion of the \$33.4 billion annual inkjet industry.

Greene Concepts strives toward environmental conservation in every product produced through proper research, manufacturing and logistics to produce eco-friendly technologies. Following these policies ensures the development and delivery of products that conserve energy resources, lowers carbon footprints, reduces waste, and integrates biodiversity. Please contact us for additional information.



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[www.greeneconcepts.com](http://www.greeneconcepts.com)  
[www.inkonline.net](http://www.inkonline.net)  
[www.greeneconcepts.com/products/accubrite](http://www.greeneconcepts.com/products/accubrite)  
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**CONCEPTS**

*Making the world and your pockets a lot **GREENER!***

**AccuBrite, Inc.** is a revolutionary ink technology manufacturer and distribution organization engaged in the formulation and distribution of custom quality inkjet inks for wide format, narrow format and industrial printing applications. This division is Greene Concepts’ wholly-owned subsidiary, focused on new product development and re-manufacturing of thousands of leading Ink and Toner brands such as HP, Brother, Epson, and Panasonic. Consumer targets include retail clients, catalogue purchasers, and corporate businesses.

**REASONS WHY ACCUBRITE WILL BE SUCCESSFUL:**

1. **AccuBrite, Inc.** offers corporate, government, catalog, and online ink solutions for the marketplace.
2. The inkjet industry alone is currently valued at \$33.4 billion and expected to reach \$67 billion by 2017.
3. 1.7 billion inkjet cartridges are sold worldwide each year (not including laser and toner cartridges), totaling 1 ½ cartridges sold for every person in North America annually.
4. The U.S. business/commercial inkjet market is expected to increase by a compound annual growth rate of 5.8% through 2014.
5. The U.S. produces 1.2 – 1.5 trillion printed pages annually.
6. The U.S. prints \$15 billion in digital photo annually.
7. The INKtelligence ink refill brand offers quality refill solutions through retail sales channels to reach the masses.
8. 2012 studies confirm an increase in International print sales to include India and mobile print solutions in Latin America.

And now with the large selection of toner remands that has recently been added to this division, **AccuBrite, Inc.** has the solution that will fit the printing needs of every company. **AccuBrite, Inc.** has developed a family of 30 Do-It-Yourself “DIY” Cartridge Refilling Systems, and thousands of re-manufactured cartridges, proprietary refilling tools, accessories, filling stations, individual bottles of ink, and interactive CD-ROMs. Products are currently sold in catalogs such as: Heartland America, Seventh Ave, Fingerhut, Montgomery Ward’s, BuyGreen, Johnson Smith, and SkyMall.

This is an ink revolution. **AccuBrite, Inc.** provides an answer to printer manufacturers’ stranglehold on the \$67 billion ink market, which often charges for additional ink nearly as much as the cost of the printer itself. At a cost of \$6,000 a gallon for ink, the market requires an alternative. **AccuBrite, Inc** is that alternative!!!

Go “Green” with **AccuBrite** ink and toner products while reducing the carbon footprint in landfills. Save the Earth and your wallet with **AccuBrite, Inc.**



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**With over 1000 Founding Elite Distributors already in network.**



**Website:**  
[www.inkwayusa.com](http://www.inkwayusa.com)

**YouTube Channel:**  
<https://www.youtube.com/user/InkwayUSA>

**Twitter Feed:**  
<https://twitter.com/InkwayInc>

**Facebook:**  
<https://www.facebook.com/InkwayInc>



**Synergy Commissions "Synergize"**

Synergy One	\$	\$ 50.00
Synergy Two	\$	\$ 200.00
Synergy Three	\$	\$ 450.00
Synergy Four	\$	\$ 800.00
Synergy Five	\$	\$ 1,250.00
Synergy Six	\$	\$ 1,800.00
Synergy Seven	\$	\$ 2,450.00
Synergy Eight	\$	\$ 3,200.00
Synergy Nine	\$	\$ 4,050.00
Synergy Ten	\$	\$ 5,000.00

**InkWay USA, Inc.** is a consumer direct marketing program, re-engineered to ensure long-term growth and stability through the Synergy Distributor Program (SDP), that is structured to take a stake in the \$67 billion annual ink and toner industry through an unparalleled, innovative marketing strategy that utilizes virtually no competition – all while offering unmatched cost savings and product quality for individuals and large businesses alike.

The ink industry is ridiculous! Just look at the price you pay for ink cartridges. Did you know you're paying over \$6,000 a gallon for your ink? What if someone offered an economical and earth friendly refill system that contained the highest quality premium ink? Do you think they'd make waves? Well, at InkWay USA we did just that! The ink market is a \$67 billion per year industry! Wouldn't you like to have a big piece of that pie? Here's **YOUR** calling!

**Why is Inkway USA unique and different from other opportunities?**

- What sells in network marketing is relationships and quality and we have both.
- You're selling a necessary, economical, high quality product based on the relationship you have with an individual.
- Consumers look at price more than anything else and we're more than competitive.
- Now the network marketers can offer an extremely high quality product to the world at an unbeatable price and share in that profit!
- People can't go to the largest retailer in the world and get their ink at a better price!
- This isn't a product they have to convince the world to use – like a new health product or kitchen accessory.
- It's a product people are **ALREADY** using daily!

**What kind of market? – A HUGE MARKET!**

- 1.7 BILLION Ink Jet cartridges sold worldwide each year! (This isn't even including laser & toner cartridges)
- Over \$67 BILLION spent worldwide!
- 1 ½ cartridges are sold for every man, woman & child in North America every year!
- Over \$15 BILLION digital photos are taken in the USA each & every year!
- People love printing their photos, which consumes ink!

**THERE ARE 2 HUGE REASONS WE WILL BE SUCCESSFUL!**

- 1) We can tap into the entire 6.5 million pools of affiliate network marketers in the United States alone!
  - There is absolutely no competition in the Consumer Direct Network Marketing industry for our product.
  - There are a lot of companies out there that sell health products, make-up, fuel additives, candles, kitchen accessories, etc. – but there is nobody who markets ink!
  - Network marketers are some of the biggest consumers of ink since all of them have home offices and are constantly printing.
  - We can pull from the down lines of all these different companies and have them refer their down lines since they all use ink and we are not competing with current products they are marketing. Not only that, but we are rewarding these network marketers and compensating them nicely to refer their down line to our product.
- 2) We have a product that appeal to the masses since it's a product that the masses already use and view as way overpriced!
  - We will reward the network marketers for taking this product to the masses.
  - Traditionally, what sells in network marketing is relationship and quality.
  - You sell the quality of a product based on the relationship you have with an individual.
  - Masses look at price more than anything else.
  - Now, the network marketers can offer an extremely high quality product to the masses at an unbeatable price.
  - People can't even go to the largest retailer in the world and get their ink at a better price!
  - Keep in mind; this isn't a product they have to convince the masses to use – like a new health product, kitchen accessory, or car additive. It's a product people are already using!

Networking is about relationships, and there will be network marketers who come into our business who have relationships with people in some pretty high places that consume a lot of ink.....(i.e. Administrators of hospitals, attorneys in large law firms, realtors with realty companies, pastors of churches that print bulletins & newsletters each week, etc.)

**Let Inkway USA change your life by becoming an Elite Distributor**

Grow your own Inkway USA network distribution income stream with:


- Five unique ways to **earn money** in the Synergy Compensation Plan
  - Flagship Product Commission Bonus of \$40 for each Refill system sold or bought.
  - Synergy Bonuses based on completing Synergies.
  - Synergy Matching Bonuses based on downline achievement.
  - Elite Bonus Pools based on Synergy goal attainment.
  - Retail Sales Commissions on each of the 5,000 products in your store.
- Your own distribution website complete and back office with distributor sign up marketing videos.





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Truth	Moral	Ticker Symbol <b>LKEN</b>	Investor Hotline <b>(559) 426-LKEN</b> (5536)	Email Inquiries <b>LKEN</b> @ NuemarkGroup.com	<a href="http://GreeneConcepts.com">http:// GreeneConcepts.com</a>
	Values				

#### → WHO WE ARE

*Greene Concepts, Inc.* is a New York C-Corporation incorporated on August 18th 1952 as Tech-Ohm Resistor Corporation. We are publicly quoted on OTC Markets' *OTC Link*® system via the *OTC Pink*® 'Current Information' market-tier. Since its inception the company has focused on development of various technologies and structured investments in various enterprises, in 2010 the company acquired AccuBrite, Inc. focused in Ink Technology a New York S-Corporation to become Greene Concepts, Inc. headquartered in Fresno, California.

#### → WHAT WE DO

Today, we manufacture and distribute a line of high quality premium re-manufactured cartridges, refill kits, and accessories for the world's leading brands including **HP, Canon, Samsung, Lexmark, and others**. Each of our products is designed around the simple concept that **crisp, clear, clean, long lasting documents and images** should be easy, affordable and available to everyone with an inkjet or laser printer.

*Let's face it; this isn't rocket science, its ink technology. Our foundation is built on the understanding that there is no reason that the tens of millions of printer owners cannot have the world's highest quality inks and toner at reasonable prices.*

#### → WHERE WE ARE GOING

Greene Concepts products are seen in many national catalogs including *FingerHut, SkyMall, and Gettington* with amazing direct marketing channels with INKWAY USA branded refill kits—expanding revenue channels for our core business of premium re-manufactured cartridges, refill kits, and accessories is the forefront of our growth strategy, followed by expanding our intellectual properties in ink technology development, commercial services, and additional finally retail distribution through our very own storefront retailing arm.

#### → WHEN WILL WE GET THERE

##### The growth never ceases at Greene Concepts:

Driving the engine of innovation in ink technology is our mission where we work daily to solve business and consumer complications and streamline innovative technologies and only with the expertise of our talented and dedicated team. Setting forth concise growth strategies annually with regular evolutionary adaptation to insure we meet the next step. 2013 Growth Strategies are outlined in our full Investor Presentation found at [GreeneConcepts.com](http://GreeneConcepts.com)

#### → HIGHLIGHTS

- ❖ We are eco-smart working to have a real impact in preservation of our planet's environment by reducing cartridges that reach landfills and reduced energy consumption and the natural resources in production of new cartridges which add greenhouse gases.
- ❖ Expanding distribution channels, we are not a company of one product but, a company of multiple innovations integrating and adapting to market climates and fulfilling a global need for cost-effective printing solutions.
- ❖ "The Other Black Gold" PC World magazine reported that at \$22 per quarter-ounce, a Hewlett-Packard color inkjet cartridge was more costly by weight than imported Russian Caviar.

**Greene Concepts' Common Stock is quoted as **LKEN** on the OTC Link - Over-The-Counter Pink® Market Tier.**

*This release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which are based on certain assumptions and reflects management's current expectations. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Energy 1 Corporation, its subsidiaries, affiliates, and/or employees, undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. This document is not a solicitation, recommendation, or intended for the buying, selling, or trading of securities, or offering counsel with respect to such activities, always speak with a Registered Financial Advisor before investing.*

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Greene Concepts, Inc. Corporate Webpage: <http://www.greeneconcepts.com/>