Convey™ News Release

Convey Launches New Hub & Spoke Technology to Enhance Convey Upgrade Improves Content Delivery for Master Agents and Vendors

Atlanta, GA — July 16, 2014 — Convey Services today announced the launch of Hub & Spoke, a significant software enhancement to the Convey platform for master agents and their vendors. Convey is a cloud-based solution that hosts and delivers content, training, promotions and events provided directly from vendors and suppliers to their agents and distributors. With the addition of Hub & Spoke, vendors can manage their digital content assets on a single "Hub" site, while duplicating and delivering those assets to multiple master agent "Spoke" sites that they subscribe to.

"Hub & Spoke automates and simplifies the process of managing and delivering content to multiple master agent Convey sites," said Carolyn Bradfield, CEO of Convey Services. "We initially launched the Convey platform within the telecommunications and IT space and are seeing rapid adoption among master agents and their vendors. Vendors login to the Convey Channel 'hub' (www.conveychannel.com) to add promotions, events, training and other sales-related content to their catalog. A vendor adds a post only once to a 'hub' site and selects the master agent 'spoke' sites to receive that post."

"An increasing number of master agents and their vendor partners are joining Convey," Bradfield added. "Convey is a valuable service for both the master agent, as well as the vendor. We provide and manage the cloud-based platform for each master agent. Our team works with their vendors to ensure they keep their catalogs refreshed with interesting and up-to-date content, training and promotions. We execute a communication strategy directly to their agents to motivate them to visit each sponsored site on a regular basis. Analytics from existing Convey sites show significant interest and engagement from the agent community."

Convey is a platform for agent engagement, offering the master agent or wholesale supplier a customized technology portal, vendor management, and direct agent marketing. Convey is provided at no cost to the master agent, while vendors pay a small monthly fee to subscribe to each sponsored site.

About Convey

Convey is a cloud-based platform that hosts and delivers content, training & events and generates revenue from subscriptions, purchases or advertising. Convey Channel Programs connect suppliers to revenue producers in indirect distribution channels providing access to product information and training, creating calls to action and driving revenue. Convey's Platform as a Profit Center (PaaPC™) generates revenue from supplier subscriptions, membership fees, advertising revenue, and ecommerce. Cloud Conventions™ are virtual expos managed entirely on the Convey platform. Unlike traditional trade shows, a Cloud Convention is easy and inexpensive to manage, can run for any length of time, requires no travel and can be attended 24/7.

Convey launched its first Channel Program in 2014 to master agents and their suppliers in the telecommunications and cloud industry and then to insurance master agency networks. Platform as a Profit Center (PaaPC) launched to the foodservice industry in 2015. The first Cloud Conventions Virtual Expo was held in March 2016 in the telecommunications and cloud space. Licensing opportunities are available in select vertical markets. For information visit www.conveyservices.com, info@conveyservices.com or call 888-975-1382.

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