

Richard J. Cellini  
Integrity Interactive Corporation  
781-891-9700  
[rcellini@i2c.com](mailto:rcellini@i2c.com)

Paul DiPerna/Mike Schultz  
Schwartz Communications  
781-684-0770  
[integrity@schwartz-pr.com](mailto:integrity@schwartz-pr.com)

## **Integrity Interactive Adds David G. Curran as CEO of Fast-Growing Risk Management Company**

*Successful CEO and Seasoned General Counsel to Lead Innovative Provider of  
Services for Building Ethical Corporate Cultures that Reduce Risk*

**Washington, D.C. – June 7, 2007** – Integrity Interactive® Corporation, a leading provider of services and technologies for building ethical corporate cultures that reduce risk, today announced the appointment of David G. Curran, Esq. as CEO, and Carl F. Nelson as Executive Chairman. The company made the announcement at the *Compliance Week 2007 Annual Conference on Governance, Risk & Compliance* in Washington, D.C.

Curran joins Integrity Interactive from Data Communiqué, Inc., a technology-driven content management business of Havas, the global communications company (Euronext Paris: HAV.PA), where he has been CEO since 2002. At Integrity Interactive, Curran joins Carl Nelson, who will continue in his role as Executive Chairman. Nelson, who was a founder of Integrity Interactive and has been CEO since 1999, will maintain his active management role, with a special focus on product-line expansion, related acquisitions, and strategic partnerships.

“Dave Curran brings a remarkable blend of international business and legal experience to Integrity Interactive at a time when the company enjoys strong growth and occupies a position of global market leadership,” said Nelson. “Dave is a successful CEO, an experienced general counsel, and a client-focused technologist. From his unique position at the intersection of business, technology, and legal services, Dave knows from first-hand experience the challenges faced by General Counsels, CEOs, and Board Members ultimately responsible for ethics and compliance risk management at the enterprise level.”

“In this time of tightening regulations and heightened demand for corporate accountability, Dave is the right person to help our customers promote ethical corporate culture, communicate effectively, and achieve sustainable enterprise risk reduction,” Nelson said. “Dave knows how to take a company’s ethical commitments from ‘aspirational’ to operational. In addition, Dave can help companies answer the really tough questions, like ‘How do you audit and document ethical culture?’ and ‘What kind of controls assure ethical consistency across time, language barriers, and national borders?’”

“I’m pleased to join an organization that is focused on improving organizational ethics while simultaneously reducing enterprise risk,” said Curran. “I’ve dedicated my career to applying innovative technologies and services to help businesses achieve the triple wins of increased efficiency, improved compliance, and reduced enterprise risk. Integrity Interactive has pioneered a new approach to risk management that goes far beyond traditional ‘compliance training,’ and extends deep into the realms of stakeholder communication and corporate culture-building. I look forward to helping Integrity continue its strong growth.”

“Integrity Interactive has been a great partner in helping Ford to build its global ethics and compliance program,” said Rebecca Burtless-Creps, Managing Counsel, Corporate Compliance Office, Ford Motor Company. “Integrity has been very responsive to Ford’s unique needs and has made it possible for us to implement an online training program that includes well over 100,000 individuals across the globe, using very few internal resources.”

W. Scott Nehs, Chief Compliance Officer at PepsiAmericas, Inc. adds: “Integrity Interactive has been a terrific partner in helping PepsiAmericas develop and improve our compliance initiatives. The vision to fill this position and the decision to tap into the strengths that Dave brings to the executive team just reinforce what Integrity Interactive has always demonstrated – market and thought leadership. We look forward to continuing and broadening our successful partnership in the years ahead.”

### **About David G. Curran**

Curran began his career as an attorney with Satterlee Stephens Burke & Burke in New York City, concentrating on litigation, media law, commercial transactions, and intellectual property. He then worked as senior attorney for The Reader’s Digest Association, Inc., where he focused on the company’s new media and home entertainment products. Curran held a number of senior legal positions at Campbell Soup Company, serving at various times as General Counsel to the company’s North American, European, and Asian businesses. He was also heavily involved in the development and implementation of Campbell’s global ethics and compliance programs. Following Campbell, Curran worked in a variety of senior executive positions with Big Flower Holdings, Inc. (now Vertis Communications). In addition to senior legal and compliance responsibilities, Curran also handled a wide variety of strategic matters, including acquisitions and related transactions. At Vertis, he ultimately served as Group President responsible for the digital solutions and marketing services division before joining Data Communiqué as CEO in 2002.

Curran received a B.A. with highest honors from the State University of New York at Stony Brook, and a J.D. from the Boston University School of Law. He is a member of Phi Beta Kappa and is licensed to practice law in the Federal and State courts of New York. He is a frequent speaker at industry forums and serves as an instructor at Continuing Legal Education seminars.

### **About Integrity Interactive**

Integrity Interactive helps leading companies and organizations build ethical cultures that reduce risk. Integrity uses high technology to deliver programs, technologies, and services that mitigate business risk in three areas: Compliance, Ethics, and Corporate Responsibility. Its risk-reduction and culture-building service offerings include: Strategy & Assessment; Training & Communication; and Measurement & Reporting. Integrity Interactive works with hundreds of the world’s great companies, and has served more than five million employees on six continents. For more information about Integrity Interactive, please visit [www.integrity-interactive.com](http://www.integrity-interactive.com).

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