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INTEGRITY CREATES 14 NEW COURSES TO HELP GLOBAL COMPANIES COMBAT EMERGING SOCIAL COMPLIANCE ISSUES

New courses address critical risk concerns faced by global companies

Waltham, Mass. – July 29, 2008 – Integrity Interactive® Corporation (www.i2c.com), a company that helps leading global corporations build ethical cultures that reduce risk, today announced the addition of 14 new [courses](#) enabling companies to manage and mitigate the risk of serious corporate failure. The courses, which are available immediately, were established by Integrity in response to international customer demand and current market concerns. Each course reflects issues that CEOs, Chief Legal Officers, and other top executives address on a global level when building ethical corporate cultures.

Integrity's new courses include:

- Careful Communication
- Advertising Law
- Conflicts of Interest
- Conflicts of Interest in Clinical Trials
- Disclosure and Transparency
- Employment Law for Managers
- Export Controls for European Companies
- Global Mutual Respect
- Privacy and Data Protection
- Protection of Corporate Assets
- Quality GMP (good manufacturing practices)
- Registration, Evaluation Authorization of Chemicals (REACH)
- Sales Relationships: Working with Resellers
- Trademarks

“Integrity understands that the best way to develop new curriculums for global organizations is to closely communicate with our clients on issues they face daily,” said Dave Curran, CEO of Integrity. “Integrity’s new course offerings respond to customer and market feedback, as well as some of the more significant corporate scandals around the world. In today’s business climate, many companies are only a day away from making headlines. Integrity’s online courses offer customers a powerful tool for building ethical corporate cultures, mitigating risk and preventing international scandals.”

Many of Integrity's new offerings reflect recent developments in social media technologies or legislation. The courses also help executives better navigate urgent social and international business matters. Some examples include:

Careful Communication

Directly addressing today's social media culture, Integrity's Careful Communication course educates employees on how to communicate and interact in lawful and ethical ways over electronic communications. From wikis to blogs and social media portals such as Facebook, MySpace or LinkedIn, employees today must be armed with the knowledge of company policies in advance of posting messages.

Conflicts of Interest in Clinical Trials

An extremely relevant concern for the pharmaceutical and medical device industries, this new Integrity course educates executives about avoiding conflicts of interest at every stage of crucial clinical trials, including nomination and selection, site initiation, enrollment, and study follow up.

Sales Relationships: Working with Resellers

This course addresses one of the hottest areas international sales and marketing executives face. Issues involved range from managing resellers in areas of antitrust violations, resale price maintenance, informal agreements and how to terminate reseller agreements.

Conflicts of Interest

As with Sales Relationships, sales and marketing executives must be aware of the latest federal and local regulations surrounding giving and receiving gifts and entertainment expenditures. These crucial risk areas can impact an entire organization's brand reputation and valuation if not properly addressed.

Integrity's Compliance and Ethics Courses

More than three million employees from global companies have completed Integrity's courses in the past five years. Each educational course goes through rigorous expert and legal review for timely and accurate content. The courses last on average 30 to 40 minutes and are built around a compelling story theme that is represented in a positive and engaging format.

Course registrants receive electronic confirmation upon successful completion of a course. Managers may also receive confirmations enabling certification of staff course completions.

About Integrity

Integrity helps leading companies and large organizations build ethical cultures that reduce risk. We design, develop, and deliver programs and services that mitigate risk in three areas: compliance, ethics, and corporate responsibility. Our comprehensive culture-building and risk reduction services include: Strategy & Assessment; Training & Communication; and Measurement & Reporting. Integrity works with hundreds of the world's greatest companies, and serves millions of employees on six continents. For more information about Integrity, please visit www.i2c.com.

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