

MEDIA ALERT

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INTEGRITY INTERACTIVE'S SUSAN CUTRIGHT AND ALTRIA'S MIKE SALVAREZZA PRESENT TO GREATER NEW YORK ACC ON JANUARY 25TH

WHO: Susan Cutright, Esq. Senior Advisor, Compliance Services at Integrity Interactive and Mike Salvarezza, Director, Compliance Systems & Records Management at Altria Corporate Services, Inc.

WHAT: *Online Options for Meeting the Ethics and Compliance Obligations of Sarbanes Oxley and the New Changes to the Organizational Sentencing Guidelines.*

A presentation to the greater New York Association of Corporate Counsel on the implications of the amended Guidelines for corporate ethics and compliance programs, and the technological, logistical and operational aspects of deploying Internet based ethics and compliance training to a worldwide population.

WHERE: Hilton Huntington
598 Broadhollow Road
Melville, NY

WHEN: Tuesday, January 25, 2005
8:30-10:30 a.m.

ABOUT INTEGRITY INTERACTIVE CORPORATION

Integrity Interactive Corporation is a leading provider of corporate ethics and compliance services to Global 2000 corporations. The company provides Web-based solutions to help corporations ensure their employees act ethically and legally and comply with company policy. Integrity Interactive's programs meet the latest ethics and compliance requirements as detailed by the Sarbanes-Oxley Act, the U.S. Corporate Sentencing Guidelines, NYSE, NASDAQ, the OECD and the EU Commission for more than 240 topics such as Insider Trading, Conflicts of Interest, EU Competition, and Code of Conduct. Employees at hundreds of companies based in 40 different countries have completed more than one million Integrity Interactive course programs. These programs are developed in collaboration with many of the industry's best known corporate ethics and compliance experts, who also contribute to the original research published by Integrity Research, a division of Integrity Interactive. For more information visit www.integrity-interactive.com.

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