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## Integrity Interactive®

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### **INTEGRITY INTERACTIVE AND THE CARNEGIE MELLON SOFTWARE ENGINEERING INSTITUTE TO DELIVER ETHICS AND COMPLIANCE COURSES**

#### ***Authorized/Certified Professionals Training Program Critical to Software Engineering Professionals***

**WALTHAM, MA – March 18, 2008** – [Integrity Interactive® Corporation](#), a company that helps leading global corporations build ethical cultures reducing risk, and Carnegie Mellon® University's [Software Engineering Institute](#) (SEI), a federally funded research and development center, today announced a partnership that provides Integrity Interactive's culture building and risk reduction services to more than 1,400 SEI Authorized/Certified Professionals (ACPs). SEI ACPs provide consulting, training, and education services worldwide via the SEI Partner Network.

Through the partnership, Integrity Interactive will provide the SEI with Web-based ethics and compliance courses which the ACPs will use to augment development and delivery of best practices for software engineering and software training at commercial and government organizations across the globe. The Integrity Interactive course modules are a supplement to the SEI's established code of professional conduct which includes a comprehensive ethics and compliance program.

“As Integrity Interactive partners with government and education customers around the world, our experts provide needed ethics and compliance tools and services which help individuals recognize and avoid ethically or legally risky behavior,” said Richard Cellini, vice president for Integrity Interactive. “Integrity Interactive's partnership with the Software Engineering Institute allows us to provide authorized/certified professionals with the risk-avoidance skills to encourage and promote ethical and legal behavior, as well as to recognize and address potential ethical and legal issues they see in their daily work.”

The new program provides a detailed audit trail to fully document training, and online course delivery to streamline the learning process. It is customized to address global compliance issues and training in 38 languages. In addition to more than 300 customized ethics and training courses that Integrity Interactive provides, participants gain the even more valuable access to Integrity Interactive's in-house ethics, compliance and legal experts—to supplement the course material and share the best practices gained from building similar corporate compliance, ethics and risk management cultures with many of the world's most powerful companies.

#### **Managing Risk through Cultures of Compliance and Ethics**

Today's partnership with Integrity Interactive adds a corporate social responsibility element, focusing upon real-world ethics, compliance and corporate risk—a powerful ethics curriculum that

will help professionals to effectively enforce and adhere to the SEI code of professional conduct. The SEI Partner Network wants to ensure that its partners are properly trained in the most important ethics and compliance issues that impact their work and industry

Risk management through attention to ethics and compliance has grown increasingly important in today's complex business environment and companies are implementing organized programs that empower employees to think critically about ethics and compliance issues.

“The partnership with Integrity Interactive will help Software Engineering Institute Authorized/Certified Professionals to critically think about business ethics and how they apply to the services they provide,” said Jill Diorio, the SEI's Partner Network's Manager of Ethics and Compliance. “When clients engage our ACPs they will know our professionals have been trained with the knowledge and understanding of high ethical standards.”

### **About Integrity Interactive**

Integrity Interactive 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 and Assessment; Training and Communication; and Measurement and Reporting.

Integrity Interactive works with hundreds of the world's greatest companies, and serves millions of 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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