



FOR IMMEDIATE RELEASE

Integrity Interactive Addresses Global Business Practices With New Corporate Citizenship Course

Web-based Course Supports Ethical Business Practices for Novartis

WALTHAM, Mass., July 5, 2005 - Integrity Interactive, a leading provider of web-based corporate ethics and compliance services, today announced its new Corporate Citizenship course covering the principles of good citizenship wherever a company does business in the world. This latest course identifies what it means to be a corporate citizen and addresses key “corporate citizenship” issues including fair working conditions, bribes, gifts and entertainment, human rights, and third party associations.

Today, many companies are taking steps to help ensure that their business operations have a positive impact on both society and the environment. In line with the UN Global Compact (also known as the Universal Declaration of Human Rights), Integrity Interactive's Corporate Citizenship course illustrates that good corporate citizenship includes respect and support for the protection of human rights and abiding by key principles, such as fair labor standards, environmental awareness and anti-corruption.

“A growing number of global companies are doing more to operate their businesses in a manner that is sustainable—economically, socially, and environmentally,” said Kirk Jordan, Vice President, Integrity Research, Integrity Interactive Corporation. “These companies view their commitment to the principles of corporate citizenship as an important element of who they are, why employees choose to work there, and why customers choose to do business with them. Integrity’s new Corporate Citizenship course is an effective way for companies who share this philosophy to demonstrate their commitment to their stockholders, employees, customers, and suppliers.”

Designed to be a 30 to 40 minute experience, the Corporate Citizenship course is built around Integrity Interactive's signature interactive stories. It contains the legal and compliance content that employees must be aware of to help understand and fulfill the company’s commitment to the corporate citizenship principles.

Professor Dr. Klaus M. Leisinger, President and CEO, Novartis Foundation for Sustainable Development reacted to the course by saying, “Congratulations on the outstanding job you have done. This is an excellent instrument to get the message across—with such an approach, I believe, we are leaders in the field of corporate social responsibility e-learning.”

About Integrity Interactive Corporation

Integrity Interactive Corporation is the leading provider of corporate ethics and compliance services to Global 2000 corporations. The company provides web-based solutions to help corporations ensure their employees comply with company policy acting ethically and legally. 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. Employees at over 200 companies based in 40 different countries have completed more than two million Integrity Interactive course programs. These programs are developed in collaboration with many of the industry's best-known corporate ethics and compliance experts. For more information visit www.integrity-interactive.com.

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