
Integrity Interactive

ETHICAL CULTURE REDUCES RISK.

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Integrity Interactive

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INTEGRITY JOINS FORCES WITH LEADING SUPPLY CHAIN MANAGEMENT CONSULTING FIRM

Together, Leaders in Risk Management Services Will Improve Companies' Business Partner Relationships, Providing Better Processes, and Ensuring Ethical Standards

Waltham, MA – June 23, 2008 – Integrity Interactive® Corporation (www.i2c.com), a company that helps leading global corporations manage and reduce the risk of ethics and compliance failures, today announced its partnership with Vantage Partners, the leading management consulting firm specializing in achieving breakthrough business results by transforming the way companies manage their most important relationships. This partnership will provide clients of both Integrity Interactive and Vantage Partners additional expertise in specific areas of third party relationship management.

“Companies are looking closely at their supply chain to find ways to reduce risk, manage costs, and drive innovation. Vantage helps companies enhance internal and external collaboration to improve supply chain performance across these key dimensions,” said Mark Gordon, Partner at Vantage Partners. “Integrity helps its clients ensure that ethical standards are understood and followed by internal and external stakeholders – and our partnership will leverage this expertise to strengthen supplier collaboration and enhance supply chain performance.”

With a direct heritage from the Harvard Negotiation Project, and building on ideas from the best-selling books *Getting to YES: Negotiating Agreement Without Giving In* and *Difficult Conversations™: How to Discuss What Matters Most*, (co-authored by Vantage partner Bruce Patton) Vantage Partners has unique expertise in helping companies develop and implement strategies that depend on cross-functional and cross-firm collaboration. These capabilities dovetail well with Integrity Interactive’s efforts to manage compliance and ethics risks arising from business partner relationships.

“Our business has expanded dramatically over the past 18 months,” said Dave Curran, CEO of Integrity Interactive. “Our clients have shifted much focus to managing the ethics and compliance risks arising from relationships with third parties, like suppliers, channel partners, distributors, and resellers. When focusing on these relationships, Vantage Partners brings expertise beyond compliance and ethics risk management and provides a broad range of strategy and implementation services in the areas of negotiation and relationship management.”

Together, Integrity Interactive and Vantage Partners will help companies protect their most valuable assets. “Companies are actively addressing supplier ethics management concerns and it has become clear that most of them are focused on more than simply communicating standards and documenting compliance among business partners,” said Michel Levin, Vice President of Corporate

Integrity Strategy at Integrity Interactive. “Companies want to build stronger partnerships with their suppliers and Vantage will add tremendous value there.”

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.

About Vantage Partners

Vantage Partners is a management consulting firm that specializes in helping companies achieve breakthrough business results by transforming the way they manage their most important business relationships. Vantage Partners is a spin-off of the Harvard Negotiation Project. The partners and senior staff at Vantage are authors of numerous books and articles on negotiation, strategic alliances, supplier collaboration, and supply chain management. For more information about Vantage Partners, please visit www.vantagepartners.com.

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