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## **2006 Corporate Ethics & Compliance Study by Integrity Interactive Reveals Leading Ethics Topics Addressed By Major Corporations**

*Employee Training Data from 350 Leading Companies Quantifies Corporate Efforts to Create Ethically-Intelligent Workforce*

**Waltham, MA – November 1, 2006** – Integrity Interactive® Corporation, a leading provider of web-based tools for managing and mitigating corporate ethics and compliance risk, today announced the results of a comprehensive study of millions of employee compliance-training records that reveals the top ethics and compliance-training topics addressed by major corporations today. The study analyzes the actual compliance-training records of more than 2.5 million employees (working at approximately 350 companies) who have completed online ethics and compliance courses made available by Integrity Interactive. The 350 companies surveyed by Integrity Interactive conduct operations in the US and Europe, and fall into three size cohorts: *Mid-Sized* (1,000 to 10,000 employees); *Large* (10,000+ to 90,000 employees); and *Very Large* (90,000+ employees).

“Today you cannot read the paper or watch the news without seeing a story about a corporate scandal or a major ethical lapse,” said Richard J. Cellini, a vice president at Integrity Interactive Corporation and a member of the New York Bar. “The trend is actually accelerating, from backdating stock options and falsifying sales reports, to corporate board spying. We live in an era in which corporations are subject to tremendous compliance requirements, and face serious consequences for ethical or legal failings.”

Integrity Interactive’s study reveals the Top-12 ethics and compliance training topics addressed by major companies in 2006, and provides a real-time snapshot of the ethical issues that most worry large business corporations today. Ethics and compliance concerns are driving a revolution in corporate governance. Leading corporations have begun to address compliance risks proactively instead of waiting to react after problems arise. The Integrity Interactive study quantifies which ethical violations companies fear most, identifies emerging compliance risk-management trends, and gives concrete examples of how top compliance-training topics map to corporate governance scandals dominating business headlines today. Highlights from this study include:

### **Leading the Top-12 Ethics & Compliance Topics for 2006:**

- **Financial Integrity (#1):** Financial Integrity is the top compliance-training topic covered by major corporations today. Financial Integrity has been among the Top-3 most-popular course topics every year since 2000, and also tops the most-popular list for the present decade, reflecting the persistent determination of many companies to proactively prevent compliance violations such as backdated stock options and inaccurate financial reports.
- **Proper Use of Computers (#2):** Proper Use of Computers ranks second on the list of ethics and compliance topics, reflecting the desire of companies (and lately even the U.S. House of Representatives) to protect their leaders, employees, and themselves from embarrassing,

inappropriate, or even illegal uses of computers, the Internet, instant messaging and related information technologies.

#### **Four New Concerns Surface in the Top-12 for 2006:**

- **Sarbanes-Oxley & Internal Controls (#6) and Data Safeguarding (#8):** These two courses appear in the Top-12 list for the first time in 2006. The popularity of these course topics reflects corporate efforts to respond to important legislation adopted in recent years at the national and state levels.
- **Human Rights (#10) and Privacy (#12):** These two courses also appear on the Top-12 list for the first time in 2006, and constitute powerful evidence of senior management's desire to respond to broader values-based concerns gaining traction in society as a whole.

#### **Company Size Influences Risk-Management Priorities:**

- *Very Large* corporations (90,000+ employees) have made Financial Integrity their leading priority. *Large* (10,000+ to 90,000 employees) and *Mid-Sized* (1,000 to 10,000 employees) companies have made Mutual Respect their top priority (closely followed by Proper Use of Computers).
- Mutual Respect appears among the Top-3 most-popular training priorities for companies in all size buckets (*Mid-Sized*, *Large* and *Very Large*). The near-universal applicability of the Mutual Respect course explains its popularity with companies of different sizes. Antitrust (a risk-area of particular concern to sales and marketing personnel) is another compliance-training topic popular with companies of all sizes.

A full version of Integrity Interactive's *2006 Ethics & Compliance Study* is available online at Integrity Interactive's website. The full-text version of the report includes: a complete listing of the Top-12 compliance-training courses for 2006 for all companies surveyed; Top-12 lists for *Very Large*, *Large*, and *Mid-Sized* companies; Top-12 lists for 2005, 2004, and the decade-to-date (2000-2006); and insight into emerging compliance risk-management trends and developments. Notably, the complete study describes and quantifies the emergence of the "compliance curriculum" approach to compliance risk management, as more and more companies require employees to complete compliance-training in multiple risk areas over a 2-3 year period.

Access Integrity Interactive's *2006 Corporate Ethics & Compliance Study: Top Ethics & Compliance Concerns of Major Companies*, at: [www.integrityinteractive.com/top12](http://www.integrityinteractive.com/top12)

#### **About Integrity Interactive**

Integrity Interactive Corporation provides large organizations and business corporations with web-based tools for managing and mitigating ethics and compliance risk. Integrity Interactive's products and services include: risk identification and assessment; employee training and communications; and internal controls and reporting. Integrity Interactive works with hundreds of the world's greatest companies, and serves millions of employees located in the United States and Europe. For more information about Integrity Interactive, please visit [www.integrity-interactive.com](http://www.integrity-interactive.com).

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