



For Immediate Release
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SCOTTSDALE, AZ. (October 7, 2009) – Integrity Solutions® and Brand Tool Box, Ltd. have joined together to create an innovative organizational development process entitled Integrity Culture™, the *gold standard for customer-centric employee engagement*. Customer-centric employee engagement creates powerful alignment between employees' behaviors and the company's marketing and sales strategies. The objective of this innovative program is to create shared customer leadership throughout the organization.

The Integrity Culture™ program is built on an innovative organizational development process developed by Brand Tool Box, leveraging a unique collaboration between HR and marketing. The employee engagement framework is built upon the proven HR concepts of personal discovery and alignment. The unique use of brand ensures the customer-centric integrity of the employee engagement. Together these two parts create a human capital strategy that is focused on consistently delivering more value to customers.

Integrity Culture™ engages employees by facilitating the *alignment of their personal brand and values* with the organization's brand and values. One of the unique aspects of this innovative process is the use of a practical and time-tested model for integrating day-to-day actions with business strategies. This *breakthrough methodology* reinforces the customer-centric behaviors learned in programs like Integrity Selling® and Integrity Service®, and supported by Integrity Coaching®. Integrity Culture™ is the change process that builds an employee's passion and commitment to *walk the talk*.

Integrity Solutions® is an international performance improvement organization that develops the customer-centric behaviors in sales and service teams. Brand Tool Box is the global leader in the development and implementation of customer-centric employee engagement programs, known as internal brand-building programs.

Walt Zeglinski, President & CEO of Integrity Solutions®, said, "We're pleased to offer this dynamic new program. Through our partnership with Brand Tool Box, our clients can now build a foundation of aligned and engaged employees to maximize their brand promise. Integrity Culture™ enhances our value proposition and fulfills our mission by helping our clients to develop cultures that consistently create value for their customers."

Karl Speak, President & Founder of Brand Tool Box, also commented, "At the core of every strong brand is an organization that is engaged and passionate about the way it makes a difference for its customers. Integrity Culture™ is a vibrant program to meld world-class brand expertise and organizational development best practices, and will be another step for organizations to create breakthrough behavior change that will further differentiate them from their competitors."

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Integrity Culture™ will result in exceptional customer satisfaction and loyalty, increased sales and new referrals, improved employee engagement and retention, and more. Integrity Culture™ will be available to clients around the world in Q3- 2009.

About Integrity Solutions®

Integrity Solutions® is a performance improvement organization that focuses on developing sales and service teams that achieve measurable business results—increasing sales, improving member loyalty, and talent retention. For more than 40 years, Integrity Solutions® has helped organizations establish a competitive advantage by creating value for their members or customers.

Integrity Solutions® has helped over 1,500 organizations in more than 80 nations improve their ability to acquire and retain members and increase employee productivity and retention. The key to success is the ability to build *integrity* into every member experience by maximizing the potential of each person that touches the member or customer.

For additional information visit online at www.integritysolutions.com.

About Brand Tool Box

Brand Tool Box, Ltd. is the global leader in developing and implementing internal brand building programs. Their pioneering work in internal brand building is a proven, pragmatic approach that has been successful in every industry, as they have created powerful strategies and enhanced their clients' corporate brand-building competency skills since 1984.

The focus of Brand Tool Box is to make the concept of brand a more accessible and useful business management tool for their clients by: (a) Helping clients make a direct link between brand and the real-world benefits of building stronger relationships with their customers; (b) Creating a common language about brand and brand building within their organization; (c) Having a lasting impact on the way organizations relate to their marketplace.

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