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Integrity Interactive Signs Three Year Agreement to Provide Web-Based Corporate Compliance And Ethics Services To BP

LONDON, July 11, 2005– Integrity Interactive Corporation, a leading provider of web-based corporate compliance and ethics services, announced today that it has signed a three year agreement with BP to provide compliance and ethics training courses as part of BP’s global corporate compliance and ethics program. Integrity’s comprehensive compliance and ethics e-learning system will support BP in its continuing efforts to raise employee awareness of important legal and ethical issues throughout the workplace.

Donna Boehme, Group Compliance & Ethics Officer of BP, said, “We regard Integrity as an innovative leader in web-based compliance and ethics services, and are pleased to welcome them as our global compliance and ethics e-learning partner. With more than 100,000 employees operating in over 100 countries, our ability to reach our people with targeted job-related awareness training will be a key element of our continuing compliance and ethics program.”

BP joins a growing list of leading corporations that have chosen Integrity Interactive to provide web-based compliance and ethics training. With the Integrity Interactive system, BP can more easily reach its employees worldwide with training on key topics under its new global Code of Conduct, launched in June 2005. Integrity Interactive’s courses cover more than 250 compliance and ethics topics, and engage employees with a story-based style that focuses on the key principles they need to know in order to comply with legal and ethical requirements.

“We are proud to welcome BP to our growing list of clients, because of their reputation for ‘best practice’ governance, compliance and ethics. BP is the latest example of a global corporate leader that takes its commitment to corporate compliance and ethics seriously,” said Carl Nelson, president of Integrity Interactive. “Clearly, BP understands the value of having a strong, comprehensive compliance and ethics training program and we are pleased that, after careful consideration, they have chosen Integrity Interactive. We look forward to supporting BP in its efforts to embed an enhanced culture of integrity throughout its global operations.”

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BP selected Integrity Interactive as a strategic partner after a comprehensive evaluation, and based upon the wide experience that they have gained after several years using web-based training techniques in support of compliance and ethics programs.

About Integrity Interactive Corporation

Integrity Interactive is a leading provider of corporate compliance and ethics services to Global 2000 corporations. The company provides web-based solutions to help corporations ensure their employees comply with company policy by acting legally and ethically. Integrity Interactive's programs meet the latest compliance and ethics requirements as detailed by the EU Commission for more than 235 topics such as EU Competition, OECD Anti-Bribery, Insider Trading, Conflicts of Interest, EU Data Protection and Code of Conduct. Employees at over 200 companies based in 40 different countries have completed more than two million Integrity Interactive courses. These courses are developed in collaboration with many of the industry's best known corporate compliance and ethics experts, who also contribute to the original research published by Integrity Research, a division of Integrity Interactive. For more information visit www.integrity-interactive.com

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