

## Press Release

# LINE Helps Integrity Interactive Grow its Position Globally

*Partnership will deliver targeted ethics and compliance training courses for Integrity's clients in Europe*

**London, 30<sup>th</sup> April 2010.** LINE Communications, one of Europe's leading providers of learning and communications content, is to provide Integrity Interactive, a global leader in designing and delivering ethics and compliance programmes for international businesses, with an online training curriculum specifically targeted towards European users.

Integrity has partnered with LINE to develop a new series of European courses which will cover the key corporate risk areas of Anti-Bribery, Competition, Mutual Respect, and Data Protection – highly popular training topics for Integrity's European clients and essential components of best practice ethics and compliance programmes in the region. The courses will add to Integrity's growing library of more than 300 course titles and will be available later this year, translated into several European languages.

"Integrity is very pleased to enhance its commitment to help clients manage their European and global ethics and compliance programmes," said Paul Rew, Integrity's European Counsel. "Our partnership with LINE represents a key milestone for Integrity, providing courses and communications which will be finely tuned to meet our clients' needs in Europe in terms of content, design language and culture."

Steve Ash, Director of Sales and Marketing at LINE says: "LINE is delighted with this new partnership working opportunity. Our proven ability to challenge and to change behaviours via innovative and effective online learning design is perfectly suited to the requirements of this programme of work. Integrity and LINE will jointly create an exciting suite of new bespoke materials for the European market."

Integrity will leverage LINE's experience in delivering the latest in instructional design, bringing effective e-learning solutions to market. The new courses – all designed by Europeans, specifically for a European audience – will be created in fresh formats for an optimal user experience. The programme includes a 25-minute foundation course for users in Year One, a 15-minute refresher course for users in Year Two, and accompanying communications. The courses follow Integrity's approach to a holistic training programme that progresses over the course of several years. The new

course designs will also enable Integrity’s clients to incorporate country-specific and even company-specific adaptations to ensure an impactful learning experience for global audiences.

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Notes to editors

**About Integrity:**



Integrity partners with leading global companies to develop, design and implement best practice ethics and compliance programmes that improve employee performance, protect brand image and reduce legal risk. Integrity's ethics and compliance experts have worked with hundreds of the world's leading companies, and our programmes have been used by millions of employees on six continents in over 40 languages. For more information about Integrity, please visit [www.i2c.com](http://www.i2c.com).

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**About LINE:**

LINE is one of Europe’s leading learning and communications providers and the market leading provider of bespoke e-learning solutions in the UK\*. A results-focused company that works with clients to bring about change and transformation in their organisations. LINE provides an end-to-end, integrated service from initial research and design to implementation and evaluation.

Based in London, Sheffield and Zurich, LINE has a prestigious client base built up over two decades spanning both corporate and public sectors, with particular strength in Defence. Current clients include BP, Credit Suisse, Ford, Royal Bank of Scotland, the Home Office, MOD, IKEA, Novartis, Swiss Re, PricewaterhouseCoopers, and the BBC.

LINE’s highly talented, industry-leading team is known for its creativity and leading-edge expertise in advanced learning techniques and technologies. As the market leader in its

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space, the company has the scale and capabilities to take on large, strategically-focused initiatives, and the partnerships in place to act as a 'one-stop shop'.

The company has consistently won awards for the innovation and effectiveness of its solutions, including most recently, the UK National Training Award for Partnership and Collaboration, E-learning Award for Excellence in Production of Learning Content and a Brandon Hall gold award for Best Custom Content.

\* British Computer Society research August 09

LINE Communications Group  
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