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BRAND INTEGRITY LAUNCHES WEBINAR SERIES ON BUILDING A HIGH PERFORMING WORK CULTURE

Education Provides Leaders with Proven Ideas for Working Differently and Engaging Employees for Improved Results

ROCHESTER, N.Y., August 7, 2008—Rochester-based Brand Integrity is launching a bi-monthly Webinar series to help leaders successfully solve common business challenges, from improving customer service and employee engagement to attracting/retaining top talent and growing sales. The first Webinar, titled “Is Advertising and Internal Communications Killing Your Brand?” will be on August 14, at 3:00 PM EST.

Insight and tools shared during each hour-long Webinar will be based on content from the award-winning (2008 Axiom Gold Medal and IPPY Silver Medal) best business book *Achieve Brand Integrity—10 Truths You Must Know to Enhance Employee Performance and Increase Company Profits*. Each Webinar will be followed by a conference call, held approximately one month later, to provide a Q&A forum for attendees to gain additional help in implementing the methodologies and downloadable tools within their business environment.

Brand Integrity has worked with leaders from hundreds of companies—ranging in size from \$6 million to \$20 billion—to help them close the gap between “who they say they are” and “what people believe they are” by aligning company goals with employee behaviors, and truly engaging individuals to deliver business results. In working with these leaders, Brand Integrity has been able to identify where most companies go wrong in executing organizational strategies and why most theories touted today are ineffective in sustaining results.

Anticipated topics to be covered in the series will include: “Delivering the Experiences Customers Want Most,” “Employees are NOT Your Greatest Asset,” “Buy-in is the Only Way to Execute a Strategy,” “Engaging a Disengaged Workforce” and “Using Your Brand as a Culture Strategy.”

Brand Integrity clients include *Fortune* Magazine’s “Top Companies to Work For” Wegmans Food Markets, Inc. and Erickson Retirement Communities, as well as PAETEC Communications, Inc., Hallmark Cards, Inc., Duke Energy, Frito-Lay, Microsoft, Genesee Regional Bank, and the American Red Cross.

To sign up for the Webinar on August 14 or the series, or for more information about Brand Integrity or the book *Achieve Brand Integrity*, go to www.brandintegrity.com or call 585-442-5404.

About Brand Integrity

Brand Integrity Inc. (BI) is an influential strategy practice specializing in corporate performance. BI helps companies close the gap between business goals and employee performance by defining and integrating proprietary behaviors and experiences into operational processes, and by implementing the recognition systems critical to achieving improved results. Headquartered in Rochester, NY, with branch offices in Maryland, Brand Integrity is a privately-held company. For more information on BI, please contact 585-442-5404.

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