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BRAND INTEGRITY LAUNCHES SOLUTION FOR SOLVING WIDESPREAD EMPLOYEE ENGAGEMENT ISSUES
New Software as a Service Helps Companies Close Gaps between Strategy and Employee Actions to Improve Business Results

ROCHESTER, N.Y., Feb. 17, 2009—Brand Integrity today announced the Potential Point™ Employee Engagement Solution, a combination of web-based software and services that transforms employee recognition into a pervasive leadership tool. The solution addresses the widespread business challenge of executing strategy effectively by aligning company goals with employee behaviors, and engaging individuals to share, recognize and repeat the best practices that deliver meaningful results.

During development, more than 20 companies tested the solution to measure its impact across diverse environments, with results showing cultural and business benefits way beyond simply helping employees feel appreciated. For example, in the first five months of using the system, employees at Retirement Living Television (RLTV) now have 100 percent awareness and buy-in on the company's mission and strategies, and they've captured hundreds of success stories, with 30 percent identifying replicable ways to significantly impact business growth. RLTV president Brad Knight believes the solution is improving insight into performance gaps, its coaching process and overall culture. Last year, *CableWorld Magazine* put the company on its "Top 10 Best Places to Work" list, with employees attributing the engagement program for improving the work environment.

"Companies have traditionally used the concept of recognition as a process for sporadically thanking and rewarding employees for work done well instead of a framework for ongoing education, alignment, analysis and measurement," said Gregg Lederman, founder and managing partner, Brand Integrity. "The Employee Engagement Solution provides businesses of all sizes with a cost-effective, easy-to-use tool that can be used to uncover proven ways to drive more consistent, on-target results, while providing employees with the appreciation critical to engagement and job satisfaction."

To support the different needs of small, medium and large businesses, the software-as-a-service (SaaS) is sold at four program levels:

- Starter Edition with basic system functionality and services.
- Standard Edition with award points capabilities, point redemption through merchant catalog and additional training and communication services.

- more -

- Professional Edition with full reporting capabilities, consulting services and integration with HRMS systems.
- Enterprise Edition with comprehensive customization, training and communications for companies that require a more tailored solution for their environment.

Unlike competitive offerings, Brand Integrity's solution engages people through an ongoing cycle of collaborative, peer-to-peer recognition. When colleagues or customers witness employees doing behaviors that are in line with the strategy, they recognize them using either an offline or a web-based tool that helps them identify the activity's link to the strategy and its impact on business results. Upon manager approval, the captured data can be analyzed or measured, as well as shared with employees to foster education and improved performance. This process significantly improves management's visibility into performance, enhances collaboration among virtual teams or divisional units, and speeds the identification and adoption of best practices.

The Employee Engagement Solution is available now through Brand Integrity, Inc., and is backed by a 90 percent adoption guarantee. The solution will also be sold through channel partners beginning in March 2009.

For more information regarding Brand Integrity and its offerings, go to www.brandintegrity.com or call 585-442-5404.

About Brand Integrity

Brand Integrity Inc. (BI) is a strategy practice specializing in employee 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, BI is a privately-held company. For more information on BI, contact 585-442-5404.

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