



Industry Leaders Join Together in Groundbreaking Initiative to Help Restore Public Confidence in Business Ethics

Members of the Business Ethics Leadership Alliance Affirm Core Business Ethics Principles

NEW YORK—December 8, 2008—In the midst of today’s crisis of confidence in American businesses, seventeen companies representing nearly \$1 trillion in global commerce in industries ranging from financial services to retail have come together as charter members of the Business Ethics Leadership Alliance (BELA). BELA’s inaugural class includes some of the most well known and highly respected brands in the world, such as General Electric Company, Accenture, Dell, PepsiCo, Dun & Bradstreet, Ecolab, Wal-Mart, The Hartford, Jones Lang LaSalle, NYK Line, Southern Co., Crawford & Company, Avaya, CACI International, Sempra Energy, Fluor and United Airlines.

BELA is a groundbreaking initiative dedicated to fostering higher standards of corporate ethical responsibility and accountability. The companies that have joined BELA have publicly pledged to stand behind BELA’s declaration of ethical business principles in key areas including compliance, transparency, conflict identification and accountability. BELA was developed by The Ethisphere Institute, a think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

“Today, there is a fundamental distrust in how corporations do business,” said Alex Brigham, Executive Director of the Ethisphere Institute and founder of BELA. “The failings of a visible few are manifested in record low consumer confidence numbers, rapidly declining market values and paralysis of our financial system. Against this backdrop, BELA’s goal is simple: to establish a benchmark and framework for ethical behavior in the corporate world. Company management sets the ethical tone, culture and internal transparency for its organization and employees, so by joining BELA, these companies are demonstrating a commitment from the top to support accountable and responsible management practices. We couldn’t ask for a better and stronger list of charter BELA members and we respect each of these organizations for actively promoting an ethical environment that will permeate the entire company.”

At its essence, BELA proactively empowers businesses to be de facto leaders in self-regulating against corporate fraud, corruption and greed. The four core values for BELA members are:

- **Legal Compliance** – Following both the letter and spirit of the law to counter fraud, corruption, bribery and deceit

- **Transparency** – Setting the cultural tone from the top by encouraging dialogue on ethical issues and disclosing information in a full, accurate and timely manner
- **Conflict Identification** – Actively identifying and addressing potential conflicts of interest and appearances of impropriety
- **Accountability** – Emphasizing quality, customer protection, environmental sustainability and integrity in the supply chain

“In today’s complex operating environment, one of the fundamental building blocks of a sustainable enterprise is an unshakable commitment to responsibility and accountability,” said Larry D. Thompson, Senior Vice President and General Counsel of PepsiCo and a former Deputy Attorney General of the United States. “BELA will play a vital role in establishing clear ethical standards that promote those principles across the business community.”

To further BELA’s efforts and ensure that its member companies receive the support needed to uphold their commitment, Ethisphere has also announced that Suzanne Hawkins will serve as the Executive Director of BELA. In addition to consulting for several blue chip companies on an independent basis, Hawkins will draw on her experience as Senior Counsel, Legal Operations at General Electric Company and as a Director on the Board of the Association of Corporate Counsel to guide BELA and its members.

“We’re delighted that Suzanne has joined us in undertaking this important endeavor,” said Brigham. “With more than 20 years of experience working for multinational corporations and law firms in process improvement, litigation management, technology, compliance and other law department issues, Suzanne has established herself as an industry thought leader and expert.”

“As a world-wide financial and professional services firm specializing in real estate, Jones Lang LaSalle is committed to conducting itself with the highest ethical standards,” said Colin Dyer, Chief Executive Officer, Jones Lang LaSalle Incorporated. “Joining the Business Ethics Leadership Alliance is one of the ways we can demonstrate that commitment to our clients, shareholders and employees and also to influence the dialogue about how best to promote increasingly higher levels of integrity within the global business community overall, which ultimately benefits everyone.”

“The risks and challenges in corporate ethics and compliance have never been greater,” said Paul McNulty, Partner with Baker & McKenzie and a former Deputy Attorney General of the United States. “Government enforcement has increased dramatically just as more and more companies are expanding their enterprise across the globe. Compliance programs and procedures are certainly necessary, but even more critical is the need for corporate leaders committed to the highest standards of ethics and integrity. The formation of the Business Ethics Leadership Alliance is the right move at a historic time in the business world, and I commend Ethisphere and BELA's charter members for once again exhibiting extraordinary leadership.”

About the Business Ethics Leadership Alliance

The Business Ethics Leadership Alliance is a proactive initiative supporting leading American and international businesses focused on preparing the groundwork for improved business ethics

across the global economy. Promoting better ethical business practices in key areas including compliance, transparency, conflict identification and accountability, BELA was developed by The Ethisphere Institute, a think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. More information on BELA is available at <http://www.ethisphere.org/bela>.

About Ethisphere Institute

The research-based Ethisphere Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. The Institute's associated membership group, the Ethisphere Council, is a forum for business ethics that includes over 200 leading corporations, universities and institutions. The Ethisphere Council is dedicated to the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.org>.

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