



BETTER ETHICS BETTER BUSINESS

Join Us In Supporting Business Ethics

In these times of trouble, the demand is greater than ever to invest in, do business with or work for a company that you can **trust**.

In partnership with the Ethisphere Institute, leading companies representing nearly \$1 trillion in global commerce have come together to foster a higher standard of corporate ethics and accountability as charter members of the Business Ethics Leadership Alliance (BELA).

Membership Is Open. Does Your Company Belong?

www.ethisphere.org

ALLIANCE MEMBERS INCLUDE



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Real value in a changing world

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EVER VIGILANT

UNITED



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THE HARTFORD

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"One of the fundamental building blocks of a sustainable enterprise is an unshakable commitment to responsibility and accountability. BELA will play a vital role in establishing clear ethical standards that promote those principles across the business community."

— Larry D. Thompson
Senior Vice President and General Counsel, PepsiCo
Former Deputy Attorney General, United States and
issuer of 2003 Thompson Memorandum

"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."

— Paul McNulty,
Partner, Baker & McKenzie
Former Deputy Attorney General, United States and
issuer of 2006 McNulty Memorandum

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

Join at www.ethisphere.org or call **1.800.369.7583**

