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Better Business Bureau Announces Business of Integrity Award Winners

Des Moines, IA (March 17, 2010) – The Better Business Bureau has announced the 2010 recipients of the Greater Iowa Integrity Awards. The winners will be honored for their integrity and honest business practices at an upcoming BBB annual reception, featuring a keynote address from Rusty Wallace.

“The BBB Integrity Awards honor the very essence of what a company is made of; character, teamwork, service and community. You won’t find those qualities in a book or an annual report, but you will find them at **ITAGroup**,” stated Chris Coleman, President of the Better Business Bureau. “The BBB recognizes Thomas Mahoney, President and CEO and all those at **ITAGroup** for demonstrating the qualities that separate the good from the great. It’s not about what they did today or yesterday – for **ITAGroup**, it’s about what they do everyday.”

Winners were selected by a panel of business leaders following an extensive nominating and application process. **ITAGroup** was recognized as a worldwide leader in the performance improvement industry and their efforts in areas ranging from employee incentives to business travel and events. The company has a BBB rating of A+.

“The employee-owners of **ITAGroup** are extremely honored to be recognized by the BBB,” expressed Mahoney. “At the core of our guiding principles is a focus on doing the right thing for our people, customers, suppliers and community. We believe that in every aspect of business, establishing a code of conduct based on respect, trust and integrity will ensure both short-term and long-term success.”

About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Leveraging technology from assessment through post-operation analysis, **ITAGroup** engages and motivates people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee-owned and headquartered in West Des Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida.

To learn more about **ITAGroup** and its full service people performance improvement solutions please visit www.itagroup.com.

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