



NEWS RELEASE

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Integrity Asset Management Launches New Website: www.InvestYourValues.com

Firm's Focus, Expertise, Helps Non-Profits Invest In Their Values, Optimize ROI

FORT BRAGG, Calif. – June 1, 2009 – Integrity Asset Management (IAM) today announced the launch of its new website, www.InvestYourValues.com.

The site includes company information, white papers on how organizations can align their investments with their organizational values, and links to the company's social media pages.

A new kind of investment firm — one dedicated exclusively to helping foundations and non-profits invest in their values — IAM was launched in 2008.

“Our mission is to help an organization align its investment portfolio with its values in a way that builds and solidifies its donor base, while meeting short and long-term distribution needs,” explains IAM president Daniel R. Catone.

Catone notes that a number of big firms offer advice to non-profits as a “line of business”. “We only work with non-profits,” he says. “And because we sit on non-profit boards and understand their needs, we can better build portfolios of traditional and alternative investments.”

About IAM

Integrity Asset Management is an investment advisory firm that specializes in helping foundations and non-profits invest in their values, while aligning their portfolios to meet current and future distribution needs. To learn more about IAM, visit www.InvestYourValues.com.