

FANATICAL VOICES

Integrity's monthly newsletter offering goodies, special offers, tips and tricks, useful articles and latest news about Integrity and its services.

Welcome message from Alex Lam Managing Director Integrity Corporation



Dear loyal readers of Fanatical Voices,

Welcome to 2007! Last year seemed to have flown by exceedingly quickly, and Integrity is now in our seventh year of operations. Even Fanatical Voices is one year old already - truly amazing! Let me begin by saying a big thank you to all of you who have been a client of ours in some way or another.

As many of us have done our reflections for the year gone by, we at Integrity have corporately brainstormed, and themed 2007 as the year for "Moving On Up". This means achieving greater excellence in all aspects and working on strategies to serve you better via our uniquely-branded culture of Fanatical Service which is the core of everything we do. To begin "Moving On Up", we thank the Multimedia Development Corporation for bestowing the MSC Malaysia Status on Integrity.

Let me end my short message by sharing with you part of my year-end reflections. I have personally been convicted to deepen in relationships and spend more time on meaningful communication. All too often do we take people for granted, and assume they will live forever. May we never let the pursuit of worldly pleasures and status overshadow the importance of the people who matter. If I were on my deathbed, I wouldn't ask to speak to my finance team, but rather spend the remaining moments with my immediate family and friends. Do forgive me if this excerpt was a tad morbid.

On a lighter note, Integrity would like to wish you a Happy Chinese New Year with lots of prosperity and happiness for all, as we usher in the Year of the Boar.

Fanatically yours,

Alex Lam
Managing Director

Site of the Month : Will It Blend?



Tell A Friend

If you enjoy this newsletter and would like to share it with friends or colleagues, please forward it. Thanks!

Domain Name Sale



.MY DOMAINS
Usually RM100 per year
NOW RM60 per year!



.COM .NET .ORG DOMAINS
Usually RM55 per year
NOW RM35 per year!

Sign up now to enjoy this discount!

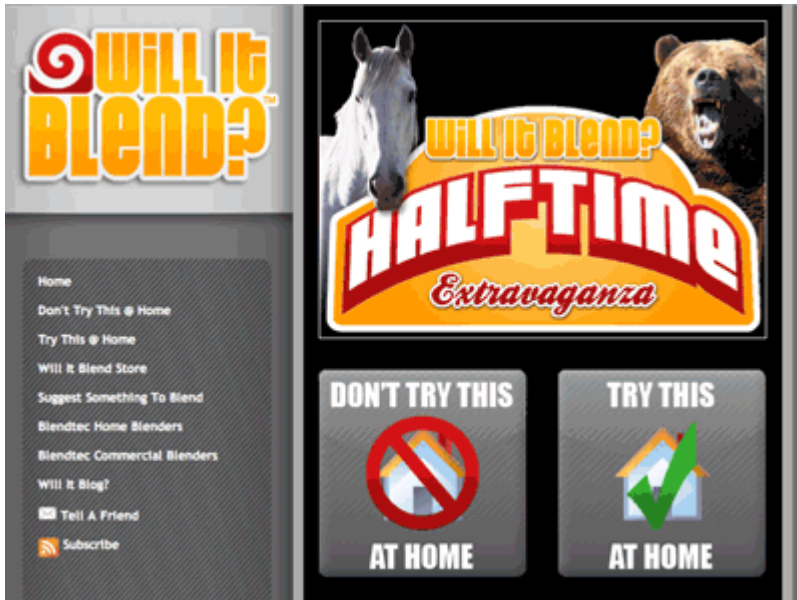
Extended due to overwhelming response. The Domain Name Sale now ends 6 March 2007.

Enter promotional code "DomainSale1106" when ordering to enjoy this discount.

[Click here](#) to visit our website and learn more >

Thank you!

Fanatical Voices celebrates its one year anniversary! We'd like to thank YOU for reading. We've enjoyed your comments and feedback. Keep them



coming.

Fanatically yours,
Fanatical Voices Editorial Team

More and more brands are taking unconventional marketing approaches to create a broader online presence. Take [Blendtec](#), a manufacturer of blenders. Its Will It Blend? viral marketing campaign attempts extreme blending challenges where the Blendtec blender is tested with objects (safe and unsafe), including an iPod, golf balls, a rake handle and other weird objects.

With an initial marketing spend of \$50, this campaign has attained an unprecedented level of internet traffic. In addition to achieving top of mind awareness, Blendtec uses blogs, RSS and interactivity to allow watchers/readers to suggest out-of-the-blue obliterations. There's obviously no shortage of ideas for the next extreme blending challenge!

Our favorite videos are:

- [Dental Hygiene](#) - For the days when brushing your teeth becomes a chore.
- [Rake Handle](#) - What would you do with an old rake handle? Blend it of course!
- [Tilapia-O-Matic](#) -Tilapia smoothie. Mmm...

Visit www.willitblend.com or contact [Integrity](#) to see what we can do for your brand!

News and Updates

31 January 2007

The National Drug Substitution Therapy system, developed by Integrity together with FPMPAM, AMAM and MOH to be used by doctors nationwide is launched.

28 January 2007

[Weddings Malaysia](#), the forefront website for wedding couples-to-be moves hosting services to Integrity's premium hosting services.

24 January 2007

Integrity shows more skin! Persatuan Dermatologi Malaysia chooses Integrity to design their website.

18 January 2007

Integrity is now an MSC Status company!

10 January 2007

Mazda Malaysia launches its brand new corporate website, along with individual microsites for each of its various models.

1 January 2007

Integricity begins call centre operations to support doctors who are using the National Drug Substitution Therapy system.

20 Dec 2006

Red Communications goes paperless for their talent and locations database. Integricity provides an online database system to manage their data and images.

FANATICAL VOICES - THE INTEGRICITY NEWSLETTER

MAIL ISSUES

If you experience any difficulty reading our Fanatical Voices newsletter, please send an email to fanaticalvoices@integricity.com, stating the problem you encountered. Alternatively, you can view this issue [here](#).

CONTACT US

Integricity Corporation Sdn Bhd
36 Jalan SS 20/11, Damansara Utama, 47400 Petaling Jaya, Selangor, Malaysia
Tel +60 3 7725 2500
Website www.integricity.com
Email info@integricity.com

© 2007 Integricity Corporation Sdn Bhd