



WHAT WILL TODAY'S STUDENTS BRING TO TOMORROW'S WORLD OF BUSINESS?

A new era for corporate America is upon us.

New standards in financial reporting and new obligations to investors are being created.

The effect these new standards will have on the future of business remains to be seen.

What is certain is that everyone, in every field, will be affected.

But let us not forget that the integrity of business lies on the shoulders of individuals.

Beyond laws, beyond rules, regulations and processes, integrity is and always has been a personal responsibility and obligation.

Integrity is about asking the tough questions, making the right decisions, and simply doing the right thing when the consequences are great and even when they are small.

Over the past few months, PricewaterhouseCoopers has been working to help rebuild public trust from the inside out.

By beginning a much needed conversation. Internally and externally.

By helping to create new standards and accepting new responsibilities.

By not only embracing the letter of the law but the spirit, as well. In the months and years to come,

you too will have the opportunity to stand up and be an example of integrity.

To make decisions that will have a profound impact on the future.

We urge you to proudly accept this responsibility.

We urge you to stand and be counted, alongside those who have already begun.

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Look beyond the numbers.