



Doing Virtuous Business

New, One-Hour International Broadcast
Explores the Ancient "Secret" to Modern Corporate Success
Amid Turbulent Economic Times

Introducing a New Business Paradigm - Virtuous Capitalism

A rash of recent corporate scandals, Ponzi schemes, and devastating global economic conditions is causing many global business leaders to reexamine their vision, mission and values, as well as the way they do business. Many are discovering that by incorporating a "values-based" management strategy -- a strategy based on specific, time-tested **virtues** -- they can not only improve the bottom line, but they can also strengthen the company's relationships -- with customers, employees, vendors, the environment and the world at large.

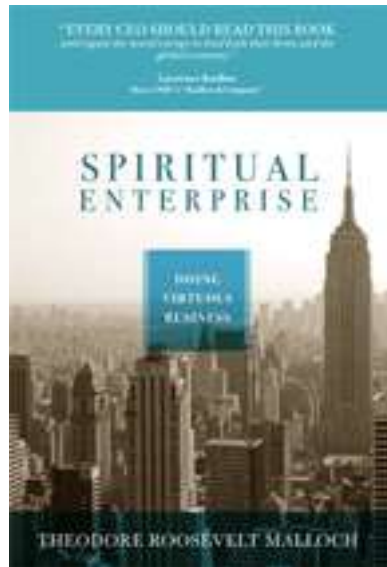
Doing Virtuous Business is a documentary project presented by PBS station WFYI in Indianapolis, Indiana, for international distribution, including public television stations throughout the United States. This one-hour program takes a modern look at ancient virtues once studied by Aristotle and many of the great minds in spiritual history and then examines how these deeply respected concepts and beliefs are practiced within a modern business environment. ***Doing Virtuous Business*** explores virtues such as Respect, Courage, Patience, Discipline, Compassion, Forgiveness, Gratitude, Humility, and others, and how these virtues, when put into practice, can reshape priorities, elevate organizational vision and mission, and strengthen economic and social parameters. This new business paradigm creates greater long-term value through a type of Capitalism 2.0, or "***Virtuous Capitalism***," which redefines the very meaning of corporate success in America and abroad.

Doing Virtuous Business spotlights more than a dozen inspirational business success stories, featuring unprecedented access to many of the most celebrated and influential entrepreneurs and chief executives throughout the world. The documentary includes in-depth conversations with Muhammad Yunus, President & CEO of Grameen Bank in Bangladesh and winner of the 2006 *Nobel Peace Prize*, as well as Franck Riboud, President & CEO of Dannon, William Pollard, former CEO of ServiceMaster, Inc., Isadore Sharp, President & CEO of Four Seasons Hotels and Resorts, Don Soderquist, former CEO of Wal-Mart, John Tyson, Chairman of

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the Board of Tyson Foods, Inc., Brian Walker, President & CEO of Herman Miller, Inc., Greg Page, President & CEO of Cargill, Inc., Jonathan Reckford, President & CEO of Habitat for Humanity International, Tim Solso, President & CEO of Cummins Engine, Inc., Thomas Hill, Chairman of the Board for Kimray, Inc., and Truett Cathy, founder and Chairman of Chick-fil-A Restaurants, Inc., among many others. Rounding out these engaging interviews are insights from some of the foremost academic leaders at the world's top management schools and universities.

Doing Virtuous Business is based on the highly-celebrated, best-selling book "*Spiritual Enterprise*" by Theodore Roosevelt Malloch, Chairman & CEO of the Roosevelt Group. Dr. Malloch has held an ambassadorial-level position at the United Nations, as well as senior policy positions at the U.S. Senate Committee on Foreign Relations and the U.S. Department of State. He is a Research Professor at Yale University, where the *Spiritual Capital Initiative* houses this project. Dr. Malloch serves as executive producer for this documentary. ***Doing Virtuous Business*** is made possible by grants from the John Templeton Foundation, Lilly Endowment, Inc., the Ecophilos Foundation, and the Ford Foundation.



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