



N E W S R E L E A S E

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**ETHISPHERE MAGAZINE NAMES JAMES A. MITCHELL, CLU<sup>®</sup>, ChFC<sup>®</sup> TO  
100 MOST INFLUENTIAL PEOPLE IN BUSINESS ETHICS**

*Elite List Recognizes Actions of Influential Individuals During 2008*

**BRYN MAWR, PA – Feb. 10, 2009** – James A. Mitchell, CLU<sup>®</sup>, ChFC<sup>®</sup>, the retired Chairman and CEO of the IDS Life Insurance Company and founder of the James A. and Linda R. Mitchell/American College Forum on Ethical Leadership in Financial Services has been named one of the “100 Most Influential People in Business Ethics” by *Ethisphere Magazine*, a global publication dedicated to examining the important correlation between ethics and profit. The list recognizes individuals for their inspiring contributions to business ethics during the past year.

“Jim is a visionary business leader who has worked tirelessly to increase our understanding of the ethical challenges that financial practitioners confront on a day-to-day basis,” said Ronald F. Duska, Ph.D., holder of the Charles Lamont Post Chair of Ethics and the Professions and Director of The American College Center for Ethics in Financial Services. “His efforts in fostering discussions about ethical issues in the workplace have had a profound influence on the next generation of financial services professionals.”

A panel comprised of some of the world’s leading academic ethics experts from prestigious universities worked together with a group of *Ethisphere* editors, writers and fact

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checkers to develop their list of 100 individuals from all over the world who influenced ethical behavior in business during the past year.

In choosing Mitchell, *Ethisphere* recognized the importance of the James A. and Linda R. Mitchell/American College Forum on Ethical Leadership in Financial Services. This unique forum is sponsored by Mr. Mitchell and his wife Linda, and organized by the American College Center for Ethics in Financial Services. Its purpose is to bring together practitioners from financial services companies and business ethicists from academia and have them engage in a day of face-to-face conversation and organized reflection on ethical leadership. In summing up the importance of this event, *Ethisphere* noted, “Never has it been more relevant than in 2008.”

Jim Mitchell is well known in the financial services industry as the consummate professional dedicated to bringing ethics to business. He is the retired Chairman and CEO of IDS Life Insurance Company, a subsidiary of the American Express Company. Prior to becoming Chairman, Mitchell served as President and CEO of IDS from 1984 – 1994. Before joining American Express Financial Advisors in 1984, Mitchell was the President of the reinsurance division of CIGNA Corporation and held other management positions at Connecticut General.

An honors graduate of Princeton University, Mitchell has also earned the prestigious Chartered Life Underwriter<sup>®</sup> (CLU<sup>®</sup>) and Chartered Financial Consultant<sup>®</sup> (ChFC<sup>®</sup>) designations from The American College. Mitchell served as Chairman of both the American College Board of Directors and The College’s Foundation Board. He continues to serve on both of these boards. In addition, he is also Chairman of the Advisory Board of the College’s Center for Ethics in the Financial Services and a member of the institution’s President’s Circle.

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The American College  
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March 1, 2009, marks the beginning of Ethics Awareness Month at The American College. The College will host a webcast about ethical obligations during periods of financial crises. The American College Center for Ethics in Financial Services will also be conducting research into ethical attitudes and offering a toolkit to stimulate ethics discussions to companies participating in Ethics Awareness Month. For more information about the webcast, the toolkit and the research, contact Sara Taylor at 610-526-1324 or e-mail her at [Sara.Taylor@TheAmericanCollege.edu](mailto:Sara.Taylor@TheAmericanCollege.edu)

The mission of The American College Center for Ethics in Financial Services is to assist in raising the level of ethical behavior in the financial services industry. The Center also aims to serve as a catalyst for professional and responsible behavior by providing information to multiple stakeholders, moderating dialogue among various constituencies, and influencing behavior through a diverse array of programs. These programs are designed to launch business leaders, producers, and educators into conversations that will influence ethical business practices, and in turn, enhance ethical awareness.

**The American College** is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, The College has served as a valued business partner to banks, brokerage firms, insurance companies, and others for over 82 years. The American College's faculty represents some of the financial services industry's foremost thought leaders. For more information, visit [TheAmericanCollege.edu](http://TheAmericanCollege.edu)

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