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LEGO and IKEA Top 29 Country Study of the Reputations of the World's Largest Companies. AWB and Halliburton Least Respected Internationally.

New York, United States. Reputation Institute surveyed more than 60,000 consumers in 29 countries to measure the corporate reputations of 600 of the world's largest companies. The online survey relied on Reputation Institute's RepTrak™ methodology. The RepTrak™ 200 consists of the 200 companies that were judged by the public to have the best reputations in the world. Results released in *Forbes* indicate that Denmark's LEGO is the world's most respected company with a RepTrak™ Pulse of 85.01 out of 100 based on ratings by the public in their home country. With ratings of 24-25, U.S. contractor Halliburton and Australia's AWB (formerly the Australian Wheat Board) earned the lowest RepTrak™ Pulse ratings from the public. All responses were standardized to remove cultural bias.

LEGO and IKEA are the World's Most Respected Companies in 2007

Denmark's top-rated toy company is followed closely by Sweden's giant retailer IKEA with a RepTrak™ Pulse of 84.05. According to Dr. Charles Fombrun, CEO of Reputation Institute, "IKEA and LEGO are two companies that have taken responsibility for the development of their region and country and are seen as national icons. They have earned their trust, respect and admiration from behaving in ways that are relevant to their key stakeholders and that's why they're rated tops by the public".

The twin themes of food (Barilla & Ferrero in Italy, Mercadona in Spain, Kraft Foods in the U.S., Danone in France, McCain Foods in Canada) and children (Johnson & Johnson's baby products in the U.S., LEGO in Denmark), continue to resonate favorably with consumers across countries. Consumer electronics (Japan's Canon, and Dutch giant Philips), retail stores (Sweden's IKEA), and automotive products (Japan's Toyota, France's Michelin) also do well.

Changes from 2006 to 2007

Last year's top tier performers LEGO, IKEA and Barilla stayed in the top 3 and maintained excellent reputation ratings. 21 new companies, however, joined the top 50 in 2007. Some of the biggest movers include Russia's Gazprom, Magnitogorsk Iron & Steel, and Lukoil, reflecting the growing public optimism about Russia's corporate sector. Brazil's Petrobras, Vale do Rio Doce (CVRD), and Grupo Pão de Açúcar made strong gains, as did the U.S. couriers UPS and FedEx.

"The best regarded companies all enjoy positive word of mouth from consumers as well as high levels of trust, and respect in their home countries, because they have a clear and consistent reputation platform. These companies are reputing through actions and communications that make them relevant to their stakeholders" says Nicolas Trad, Managing Partner, Reputation Institute.

Awareness of a company's reputation is the first step toward building a strong reputation

Research shows that people act towards companies based on their feelings. They are more likely to buy the products of companies they trust, to work for the organizations they respect, and to recommend companies they like. According to Dr. Charles Fombrun, CEO of Reputation Institute, "it's important for companies to understand how much share of mind they have with consumers. This study sheds light on just how much or how little consumers really respect, trust, and admire large, national companies. Awareness is the first step in creating a change program that can truly improve a company's reputation capital."

About Global RepTrak™ Pulse

The RepTrak™ Pulse is a measure of corporate reputation calculated by averaging perceptions of trust, esteem, admiration, and good feeling obtained from a representative sample of 100 local respondents who were familiar with the company. Scores range from a low of 0 to a high of 100. In order to enable international comparisons, all RepTrak™ Pulse scores are standardized on both the country and global level.

The Global RepTrak™ Pulse 2007 is a study based on over 60,000 online interviews with consumers in 29 countries. More than 175,000 ratings were collected to develop reliable measurements of the corporate reputation of over 1,000 companies. The 600 largest companies that Reputation Institute measured in the study are the focus of the ranking provided here. Companies were rated by consumers in their home country. Data collection was carried out between January 15th and March 1st, 2007.

About Reputation Institute

Reputation Institute (RI) is a private advisory and research firm headquartered in New York with representation in more than 20 countries around the world. Founded in 1997, RI is a pioneer and global leader in the field of corporate reputation management, with a mission to help companies create value from reputation. RI connects a global network of practitioners and academics working towards this common mission through research, analysis, and consulting. Reputation Institute works regularly with companies interested in examining the underlying drivers of their RepTrak™ Pulse to examine the specific attributes that drive their company's reputation against rivals and develop improved reputations. A complimentary overview of the results of the 2007 RepTrak™ 200 can be downloaded from www.reputationinstitute.com.

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Rank	Company	RepTrak™ Pulse Score
1	Lego (Denmark)	85.11
2	IKEA (Sweden)	84.15
3	Banilla (Italy)	83.53
4	Mercadona (Spain)	83.39
5	AP Møller - Mærsk (Denmark)	83.39
6	Toyota Motor (Japan)	82.79
7	Ferrero (Italy)	82.53
8	Petrobras (Brazil)	82.19
9	Sberbank of Russia (Russia)	81.96
10	Rockwool (Denmark)	81.36
11	Mchelin (France)	81.57
12	Dantoss (Denmark)	81.45
13	Swatch Group (Switzerland)	81.29
14	Magnitogorsk Iron and Steel Works OAO (Russia)	81.17
15	Kraft Foods (USA)	81.17
16	Canon (Japan)	80.32
17	Vestas (Denmark)	80.31
18	Danone (France)	80.58
19	El Corte Inglés (Spain)	80.50
20	Honda Motor (Japan)	80.50
21	Mitsubishi Electric Industrial Co. (Japan)	80.56
22	McCain Foods (Canada)	80.43
23	Marks & Spencer (UK)	80.19
24	Grundfos (Denmark)	80.18
25	United Parcel Service Inc. (UPS) (USA)	80.16
26	Jean Coutu Group (Canada)	80.14
27	Philips (Netherlands)	79.32
28	Gazprom-neft (Formerly Syneft) (Russia)	79.59
29	FedEx (USA)	79.39
30	Lukoil (Russia)	79.35
31	Vale do Rio Doce (Brazil)	79.31
32	Novo Nordisk (Denmark)	79.19
33	Velux (Denmark)	78.95
34	BMW (Germany)	78.39
35	Johnson & Johnson (USA)	78.30
36	Deutsche Lufthansa (Germany)	78.55
37	L'Oréal (France)	78.44
38	Walt Disney (USA)	78.37
39	Raiffeisen (Switzerland)	78.11
40	Grupo Pão de Açúcar (Brazil)	78.19
41	Gazprom (Russia)	78.15
42	Robert Bosch (Germany)	77.98
43	Bridgestone (Japan)	77.77
44	Nokia (Finland)	77.76
45	Aldi (Germany)	77.75
46	Gerdau (Brazil)	77.73
47	Canadian Tire (Canada)	77.53
48	Henkel (Germany)	77.34
49	Rosneft (Russia)	77.29
50	Luxottica (Italy)	77.26

Table: The World's 200 Most Respected Companies

Results for the best corporate reputations in the world (the 2007 Global RepTrak™ Pulse 200), can be downloaded for free at www.reputationinstitute.com.

Rank	Company	RepTrak™ Pulse Score	Rank	Company	RepTrak™ Pulse Score	Rank	Company	RepTrak™ Pulse Score
51	Samsung Electronics (South Korea)	77.02	101	Embraer (Brazil)	73.66	151	Oyazinvest (Russia)	71.17
52	Coca-Cola Company (USA)	77.00	102	Berkshire Hathaway (USA)	73.59	152	Danisco (Denmark)	71.13
53	Lenovo (China)	76.51	103	Usiminas (Brazil)	73.50	153	Danske Spil (Dansk Tipstjeneste) (Denmark)	71.02
54	Coop (Switzerland)	76.29	104	Lundbeck (Denmark)	73.50	154	Lowes (USA)	70.85
55	Schindler (Switzerland)	76.26	105	Grupo Sonae (Portugal)	73.44	155	Nestlé (Switzerland)	70.84
56	Procter & Gamble (USA)	76.25	106	Maple Leaf Foods (Canada)	73.42	156	Unilever (Netherlands)	70.74
57	Volvo (Sweden)	76.25	107	Inditex (Spain)	73.41	157	Indesit (Italy)	70.69
58	ICA (Sweden)	76.16	108	Hydro (Norway)	73.33	158	Metro (Canada)	70.67
59	Grupo Bimbo (Mexico)	76.08	109	Emmhardier (Canada)	73.28	159	Manji Udhyog (Suzuki) (India)	70.61
60	MTS (Russia)	76.03	110	Airbus (France)	73.26	160	Hitachi (Japan)	70.57
61	FLSmidth (Denmark)	76.00	111	Transneft (Russia)	73.25	161	Nissan Motor (Japan)	70.50
62	Tesco (UK)	75.92	112	TNT (voormalig TPG) (Netherlands)	73.23	162	Life Insurance Corp. of India (LIC) (India)	70.41
63	Severstal (Russia)	75.81	113	Pick n Pay (South Africa)	73.19	163	SAS (Sweden)	70.36
64	Carlsberg (Denmark)	75.79	114	Rusal (Russia)	73.08	164	Fujitsu (Japan)	70.36
65	Grupo Votorantim (Brazil)	75.62	115	Toshiba (Japan)	73.03	165	BRFkredit (Denmark)	70.31
66	Sharp (Japan)	75.58	116	Microsoft (USA)	72.95	166	Edeka Group (Germany)	70.21
67	KDDI (Japan)	75.42	117	Esso (Norway)	72.91	167	Banco do Brasil (Brazil)	70.20
68	Caterpillar (USA)	75.24	118	FUJIFILM Holdings (Japan)	72.76	168	Dell (USA)	70.09
69	Kone (Finland)	75.19	119	Intel (USA)	72.73	169	Banco de Chile (Chile)	70.08
70	Haier Corporation (China)	75.18	120	Nykredit (Denmark)	72.68	170	DaimlerChrysler (Germany)	70.03
71	Migros (Switzerland)	75.16	121	Infosys (India)	72.62	171	Volkswagen (Germany)	69.99
72	Sunry (Japan)	75.16	122	Sunry Ericsson (Sweden)	72.60	172	Eureka (Netherlands)	69.96
73	Heineken (Netherlands)	75.15	123	J Sainsbury (UK)	72.57	173	Bluescope Steel (Australia)	69.94
74	3M (USA)	75.06	124	Costco (USA)	72.45	174	Coop (Denmark)	69.85
75	Repsol YPF (Spain)	75.03	125	Tata Group (India)	72.37	175	NLMK (Russia)	69.82
76	Alliance Boots (UK)	75.00	126	Grupo Modelo (Mexico)	72.34	176	Home Depot (USA)	69.76
77	Deere & Co. (USA)	74.99	127	Atlas Copco (Sweden)	72.34	177	China Southern Airlines (China)	69.75
78	CSA (Brazil)	74.96	128	Comex (Mexico)	72.14	178	Transportes Aereos Portugueses (Portugal)	69.72
79	Norsk Nickel (Russia)	74.91	129	Tatneft (Russia)	72.14	179	First National Bank (South Africa)	69.67
80	PepsiCo (USA)	74.91	130	Woolworths (Australia)	72.09	180	ABN AMRO (Netherlands)	69.62
81	Scania (Sweden)	74.71	131	Corus (Netherlands)	72.00	181	Target (USA)	69.61
82	Suzuki Motor (Japan)	74.50	132	Aker (Norway)	71.87	182	Cisco Systems (USA)	69.50
83	Shoppers Drug Mart (Canada)	74.37	133	Sobeys (Canada)	71.87	183	Best Buy (USA)	69.44
84	Wipro Limited (India)	74.34	134	Rabobank (Netherlands)	71.87	184	Aeroflot (Russia)	69.43
85	Mapfre (Spain)	74.29	135	China Minsheng Banking Co., Ltd. (China)	71.84	185	George Weston Ltd. (Canada)	69.38
86	Unilever (UK)	74.19	136	William Morrison Supermarkets (UK)	71.83	186	CVS (USA)	69.37
87	Gre Electric Appliances, INC. of Zhuhai (China)	74.15	137	UT Starcom (China)	71.79	187	EDF (France)	69.37
88	Copec (Chile)	74.15	138	Aeon (Japan)	71.77	188	Ericsson (Sweden)	69.36
89	China Merchants Bank (China)	74.02	139	Sandvik (Sweden)	71.70	189	Huawei Technologies Co., Ltd. (China)	69.36
90	Publix Super Markets (USA)	74.01	140	Boeing (USA)	71.64	190	MT Højgaard (Denmark)	69.32
91	Banco Itaú (Brazil)	74.01	141	USA Postal Service (USA)	71.60	191	Hindustan Lever (India)	69.17
92	Empresas CMPC (Chile)	73.99	142	Seven & I Holdings (Japan)	71.53	192	Lan (Chile)	69.09
93	General Electric (GE) (USA)	73.96	143	Roche (Switzerland)	71.51	193	Banco Bradesco (Brazil)	69.07
94	Bank of China (China)	73.96	144	Esselunga (Italy)	71.48	194	International Business Machines (IBM) (USA)	69.06
95	Statoil (Norway)	73.92	145	Wanxiang Group Corporation (China)	71.45	195	Mahindra & Mahindra (India)	69.05
96	Petróleo Ipiranga (Brazil)	73.83	146	Coop Italia (Italy)	71.44	196	Wesfarmers (Australia)	68.96
97	Surgutneftegas (Russia)	73.82	147	Hewlett-Packard (USA)	71.35	197	Shanghai Pudong Development Bank (China)	68.95
98	Apple Computer (USA)	73.71	148	Coles Myer (Australia)	71.29	198	Bristol-Myers Squibb (USA)	68.87
99	J.C. Penney (USA)	73.71	149	Qantas Airways (Australia)	71.29	199	BASF (Germany)	68.85
100	Air China (China)	73.67	150	Alimentation Couche-Tard (Canada)	71.21	200	Kesko Oyj (Finland)	68.85