

**The Most Respected Consumer Product Companies in the United States
Reputation Institute Releases Results of its Global Pulse – U.S. 2008 Study**

Industry maintains solid rankings across the board

New York, NY – June 4, 2008 – Johnson & Johnson notched the highest corporate reputation among the largest U.S. consumer products companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, followed by Colgate-Palmolive and Eastman Kodak. The Global Pulse 2008 study measures the overall respect, trust, esteem, admiration, and good feelings consumers hold towards the largest 600 companies in the world, including the largest 150 U.S. companies. The top rankings for the consumer products companies are:

2008 Corporate Reputation of the Largest U.S. Consumer Products Companies

	<u>US Companies</u>	<u>2008 Pulse Score</u>	<u>2007 Pulse Score*</u>
1	Johnson & Johnson	83.48	78.80
2	Colgate-Palmolive	78.04	N/A
3	Eastman Kodak	77.13	N/A
4	Whirlpool	74.41	N/A
5	Procter & Gamble	72.85	76.25
6	NIKE	71.47	N/A

Consumer Products Industry Findings:

- Johnson & Johnson moved from a strong to excellent reputation in the eyes of the U.S. general public between 2007 and 2008.
- Consumer Product companies also received the highest positive consumer support with 59.9% of the U.S. general public saying they would recommend these companies to others.
- As a whole, the consumer goods category was also a winner with big consumer product companies all registering strong to excellent reputations.
- Colgate-Palmolive, Eastman Kodak, Whirlpool and Nike, newcomers to the Global Pulse study in 2008, made strong showings with scores greater than 70.

Reputation Drivers

Reputation Institute's research model indicates that reputation is built on 7 pillars from which a company can create a strategic platform for communicating with its stakeholders on the most relevant key performance indicators. These dimensions are: Products/Services, Innovation, Workplace, Citizenship, Governance, Leadership, and Performance.

The 2008 Global Pulse survey indicated that consumers are most influenced by a company's delivery of high quality products and services, followed by its' policies on governance (how the company is run, its ethics) and citizenship (social and environmental causes the company supports). This year, Johnson & Johnson earned the top spot in both Products/Services and Leadership.

"Consumer products companies have the strongest reputation in the study," said Kasper Nielsen, Managing Partner at Reputation Institute. "We consistently see these companies high on the list of all seven dimensions," he adds.

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Survey Methodology

The Global Pulse 2008 was conducted online in the U.S. between February and March of 2008. A Pulse score is a measure of corporate reputation calculated by averaging perceptions of 4 indicators of trust, esteem, admiration, and good feeling obtained from a representative sample of at least 100 local respondents who were familiar with the company. Scores range from a low of 0 to a high of 100, Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level. Scores can be categorized using the below key:

Excellent/Top Tier	above 80
Strong/Robust	70 – 79
Average/Moderate	60 – 69
Weak/Vulnerable	40 – 59
Poor/Lowest Tier	below 40

* **Note:** 50 additional U.S. companies were added to the Global Pulse in 2008.

About Reputation Institute

Reputation Institute is a private advisory and research firm specialized in corporate reputation management. With offices and associates in more than 20 countries, Reputation Institute provides knowledge-based consulting services to some of the most respected companies worldwide. Our consulting teams regularly help global clients assess, value and act on their reputations by providing strategic analysis and direction, as well as relevant assistance in developing and implementing reputation measurement and management systems. Reputation Institute also identifies best practices from original research, and we share our cutting-edge findings with clients and members through engagements, seminars, conferences, and publications. The *Global Pulse* is Reputation Institute's flagship research study conducted annually with some 60,000 consumers in 27 countries from which emerge detailed ratings of the reputations of the world's 1000 largest companies. Each year, the results of this study are featured in leading business publications around the world. Visit *ReputationInstitute.com* to learn more about us.

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