

**Oil and Gas Companies in the United States Receive Reputation Rankings
Reputation Institute Releases Results of its Global Pulse U.S. 2008 Study**

Consumers, smarting from record high prices, take a tough stance and give low marks

New York, NY – June 4, 2008 – For the second straight year, Hess notched the highest corporate reputation among the largest U.S. oil and gas companies surveyed in Reputation Institute’s Third Annual Global Pulse Study. Overall scores across the industry were the lowest among U.S. companies in the study. The 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 oil and gas companies are:

**2008 Corporate Reputations of the Largest U.S.
Oil & Gas Companies**

<u>US Companies</u>	<u>2008 Pulse Score</u>	<u>2007 Pulse Score*</u>
1 Hess	62.42	63.42
2 Sunoco	58.98	58.58
3 Marathon Oil	52.82	58.59
4 Chevron	52.37	53.73
5 ConocoPhillips	49.72	56.08
6 CITGO Corp	45.33	46.04
7 ExxonMobil	38.48	46.04

Oil and Gas Industry Findings:

- In the wake of another year of record setting profit reports, survey respondents gave U.S. oil and gas companies weak standings in reputation.
- Oil and gas companies received the lowest consumer support in the survey, with a bottom tier average Pulse score of 51.45.
- Oil and gas companies had some of the highest drops in rankings when comparing 2007 to 2008 results. ExxonMobil, ConocoPhillips and Marathon Oil each had a drop of over 5 points year to year.

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).

"Oil and gas companies scored low in all of the seven dimensions," said Kasper Nielsen, Managing Partner at Reputation Institute. "This result indicates that all that has been exposed about these companies record profits, paired with everyone's pain at the pump and in the cost of heating their homes, has caused consumers to react strongly and negatively to the industry as a whole. They have their work cut out for them to rebuild these relationships, but few appear to be willing to take the first steps and truly engage on these issues."

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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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