

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

High-flying Google takes over top spot

Governance and Citizenship combine to drive reputation

New York, New York – June 4, 2008 – Google, the information/media company, has earned the highest reputation ranking in Reputation Institute’s Global Pulse U.S. 2008, its third annual survey measuring consumer perception of the countries’ largest corporations. “Google edged out the largest consumer product companies in the U.S., indicating that consumers have a high level of trust, respect, and good feelings for the company,” said Kasper Nielsen, Managing Partner of Reputation Institute (RI) a global, private advisory firm specializing in corporate reputation management.

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.

Other highlights from Global Pulse U.S. 2008 include:

- Six companies posted excellent reputations in the U.S. After Google, Johnson & Johnson and Kraft Foods ranked 2nd and 3rd, followed by General Mills, Walt Disney and United States Parcel Service.
- Consumer product companies have the best reputations, followed by Industrial Products companies led by 3M, Xerox, Deere & Co, and Caterpillar.
- Retailers’ got mixed reviews. Publix Super Market and Costco Wholesale earned high rankings while Safeway, Target, Rite Aid, and Wal-Mart were the weakest in their sector.
- The high-tech sector (computer and electronics companies) has a strong reputation led by Texas Instruments and followed closely by Apple, Hewlett-Packard, Intel, and Dell.
- Ten companies improved their reputation scores from last year, while 13 lost significant reputation equity from 2007 to 2008.

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 Global Pulse 2008 indicates that consumers are most influenced by a company's delivery of high quality products and services, accounting for 18.2% of a company's reputation. But, Governance and Citizenship combined account for more than 30% of a company's reputation. "This makes it critical for companies to communicate how they support good causes, protect the environment, behave ethically and act openly and transparently about the way they do business," says Anthony Johndrow, Managing Director, RI.

Google, the most highly respected company in the U.S., landed in the top spot for Workplace, Citizenship, Governance, Innovation, and Performance. Johnson & Johnson took the top spot in Products/Services and Leadership.

Why Reputation Matters

The Global Pulse 2008 offers insight on how reputation impacts and influence's a company's stakeholders – and its bottom line. "When people trust, admire and have a good feeling about a company, they are willing to support and recommend the company to others," explains Johndrow of the significant value of reputation. "We see a strong pattern between reputation and support, demonstrating that building a favorable reputation platform should be a part of a company's overall strategy," he says.

2008 Best Corporate Reputations in the U.S. - Top 25 Companies

<u>Rank</u>	<u>U.S. Companies</u>	<u>Pulse Score</u>
1	Google	85.23
2	Johnson & Johnson	83.48
3	Kraft Foods Inc.	82.79
4	General Mills	81.34
5	Walt Disney	81.22
6	United Parcel Service	81.05
7	3M	79.79
8	Xerox	78.44
9	Colgate-Palmolive	78.04
10	Texas Instruments	77.22
11	Eastman Kodak	77.13
12	General Electric	76.82
13	Sara Lee	76.48
14	FedEx	76.28
15	Deere & Co	76.12
16	Goodyear	76.00
17	Apple	75.42
18	Hewlett-Packard	75.10
19	Intel	74.94
20	Publix Super Markets Inc.	74.91
21	Caterpillar	74.78
22	Whirlpool	74.41
23	Boeing	74.37
24	Costco Wholesale	74.33
25	Dell	74.26

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.

For more information contact: pulseus@reputationinstitute.com