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Contacts:

Susan Quinn-Mullins
Reputation Institute
(905) 466-5296

sqmullins@reputationinstitute.com

Allison Young
Reputation Institute
(212) 931-6111

ayoung@reputationinstitute.com

REPUTATIONS OF CANADIAN-OWNED FIRMS RISE DURING TURBULENT ECONOMIC TIMES; BANKING SECTOR MAKES LARGE GAINS.

Study Reveals Critical Link between Reputation and Word of Mouth Support in Driving Bottom Line Results

TORONTO, June 25, 2009 — Amidst turbulent times in corporate Canada this year, Canadian-owned companies' reputations have remained strong in the minds of Canadians. In a global survey conducted by Reputation Institute earlier this year, the corporate reputations of the largest Canadian-owned companies generally improved with the banking sector showing particularly strong gains in admiration, respect and trust with Canadian consumers.

"As corporate scandals continue to weigh heavily on people's minds, while they lose their jobs and savings in the current financial crisis, a strong corporate reputation is no longer a nice to have, but rather, absolutely essential to business success," said Rob Jekielek, Principal, Reputation Institute. "This year's Canadian results not only illustrate a strong relationship between the strength of a company's reputation and how likely consumers are to recommend that company, but also show that corporate ethics/transparency has now become even more important than products/services in managing corporate reputation with Canadian consumers."

Two Canadian companies that stood out included Shoppers Drug Mart and Royal Bank. Shoppers moved into the top tier of global corporate reputations joining reputation leaders like Johnson & Johnson and IKEA, while Royal Bank, whose reputation improved from average to strong, showed the best improvement from 2008 to 2009 among the most reputable Canadian companies.

In addition, top Canadian reputation companies saw direct benefits from their reputation as consumers were twice as likely to both recommend and the give benefit of the doubt to Canadian companies with strong reputations vs. Canadian companies with poor reputations.

Key highlights from 2009 Canadian Global Reputation Pulse study include:

- For the first time, Governance (ethics/transparency) was the most important dimension of Reputation for Canadian consumers, moving ahead of Products/Services
- Canadian Tire and the Jean Coutu Group continue to have strong reputations.
- Bombardier is the highest ranked company with significant international visibility.
- Canadian banks saw large increases in reputation scores; RBC having the top score, and having the biggest gain among most reputable Canadian companies, while BMO made the largest improvement in the overall study.
- The telecommunications sector (represented by TELUS, Rogers, Bell Canada and Nortel) has the weakest reputation in the minds of the public.

Building a Strong Reputation

The Global Reputation Pulse study proves that excellent reputations are built across seven dimensions of reputation: Products/Services, Innovation, Governance, Workplace, Citizenship, Leadership and Performance. It further shows that to establish a solid reputation, it is essential that companies address all seven dimensions.

The most influential reputation dimension for Canadian consumers is Governance (ethics/transparency), pushing ahead of Products / Services for the first time. This year Leadership and Financial Performance were also increasingly important in building reputation. However to earn trust, admiration, good feeling and support companies need to address all seven dimensions of reputation. In Canada, each one alone accounts for over 12 percent of reputation.

Global Reputation Pulse – Largest Canadian Owned Companies

Rank	Company	Global Pulse Score
1	Shoppers Drug Mart	80.56
2	Jean Coutu Group	79.54
3	Canadian Tire	76.28
4	Bombardier	73.36
5	RBC Royal Bank	70.26
6	George Weston Limited (Weston)	70.25
7	Canadian National Railway	69.35
8	Metro	69.22
9	TD Canada Trust	68.99
10	EnCana	68.78
11	Husky Energy	68.06
12	Manulife	67.49
13	Couche-Tard	66.72
14	Sun Life Financial	66.64
15	BMO Bank of Montreal	64.31
16	Scotiabank	63.81
17	Petro-Canada	60.75
18	Hydro Quebec	60.47
19	Power Corp.	60.27
20	Enbridge	59.59
21	CIBC	55.44
22	Air Canada	55.25
23	Telus	53.94
24	Rogers Communications	53.74
25	Bell Canada (BCE)	49.21
26	Nortel	36.20

About the Global Reputation Pulse 2009 Study

Reputation Institute's 2009 Global Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 32 countries annually. The 2009 Global Reputation Pulse 2009 was conducted online in late January and February 2009. A Pulse score is a measure of corporate reputation calculated by averaging perceptions of four indicators —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. The 2009 average for the largest Canadian companies measured, 64.17, was just under the Global mean for all companies included in the study, 64.20. Complimentary reports on Global and Canadian Global Reputation Pulse findings can be downloaded at www.ReputationInstitute.com.

About Reputation Institute

Reputation Institute is the world's leading reputation consulting firm. As a pioneer in the field of corporate brand and reputation management, Reputation Institute helps companies unlock the power of reputation. With a presence in more than 25 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as *Corporate Reputation Review*. Reputation Institute provides reputation insight and expertise across from more than 15 different stakeholder groups and 24 industries, allowing clients to create tangible value from intangible stakeholder feelings. Visit www.ReputationInstitute.com to learn how you can unlock the power of your reputation.

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