

FOR IMMEDIATE RELEASE

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***Italy's Barilla wins Reputation Institute's 'Best Corporate Reputation Award 2006'.
Author C. K. Prahalad receives 'Best Scholar Award 2007'.***

Oslo, Norway. Corporate and scholarship awards were given to noted Italian pasta-maker Barilla Group and to best-selling author C.K. Prahalad at Reputation Institute's 11th International Conference on "Corporate Reputation, Brand, Identity and Competitiveness" held at the Norwegian School of Management in Oslo on May 31–June 3, 2007. On hand to accept the award on behalf of Barilla was Gianluca Bolla, CEO of Barilla.

Barilla received the award for 'Most Respected Company 2006' based on earning the highest reputation score from a global consumer survey conducted by Reputation Institute. The study relied on responses from more than 60,000 people in 29 countries to measure the corporate reputations of 1000 of the world's largest companies. Gianluca Bolla, CEO of Barilla, accepted the award on the company's behalf. As he remarked, "the Barilla brand has a strong emotional component aimed at some of the most deeply rooted values of people... This reputation award is a source of pride to us and a reward for what we have been able to do up to now."

The 2007 Reputation Institute Best Scholar Award was given to C.K. Prahalad for his 'Inspiring and Innovative Contributions to Scholarship and Practice'. Dr. Prahalad is the Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy at the University of Michigan and the best-selling author of *Competing for the Future* and *The Fortune at the Bottom of the Pyramid: Eradicating Poverty through Profits*. Dr. Prahalad is described by *BusinessWeek* as "one of the management world's most creative thinkers." In accepting the award from Reputation Institute, Professor Prahalad commented that "corporate reputation in this information age is going to be very fragile...I believe we're entering a fundamentally new era of corporate governance where it is not just the governments who can regulate corporate behavior, but private citizens, appropriately mobilized, who can influence and challenge it. This is going to be not just an issue of managing reputation; it [will be an issue of] deeply understanding the changing dynamic of corporate governance itself."

More than 200 academics and corporate practitioners from a dozen countries were on hand for the awards ceremony. The remainder of the conference featured a variety of presentations and workshops that addressed "Innovation as a Reputation Platform."

About Reputation Institute

Reputation Institute 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. Reputation Institute 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™, a proprietary measurement system based on extensive surveys that examines the attributes that drive a company's reputation against rivals and helps them to 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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