

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

Highs and lows punctuate clear distinctions among the largest food companies in the U.S.

New York, NY – June 4, 2008 – Kraft Foods Inc. notched the highest corporate reputation among the largest U.S. food companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, and registered the third highest score among all U.S. companies. General Mills was a close second in the industry and right behind Kraft in the #4 spot in the overall U.S. rankings. 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 food product companies are:

Corporate Reputations of Largest U.S. Food Companies

| <u>US Companies</u> | <u>2008 Pulse Score</u> | <u>2007 Pulse Score*</u> |
|--------------------------|-------------------------|--------------------------|
| 1 Kraft Foods Inc. | 82.79 | 81.07 |
| 2 General Mills | 81.34 | N/A |
| 3 Sara Lee | 76.48 | N/A |
| 4 Tyson Foods | 69.04 | 66.79 |
| 5 Cargill Ltd. | 60.39 | 63.22 |
| 6 Archer Daniels Midland | 54.13 | 58.57 |

Food Industry Findings:

- Kraft Foods and General Mills were well above the average rankings for this industry.
- Food companies’ reputations swung from weak to excellent, with a nearly 30 point difference separating the highest and lowest rated companies in this industry.
- Consumer-focused companies such as Kraft, General Mills, and Sara Lee recorded much higher reputation standings than agribusiness companies such as Cargill and Archer Daniels Midland.

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). Kraft Foods earned top spots in all seven reputation dimensions, ranking a note-worthy third, just about runner-up General Mills, in Products/Services.

"Ratings show a clear distinction in consumer perceptions between food and agribusiness companies," said Kasper Nielsen, Managing Partner at Reputation Institute. "To improve their reputations agribusiness may want to look towards strengthening communications that focus on the strength of their products and services and its importance to the U.S. economy."

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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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