

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

*Consumers continue their love affair with companies that make high-tech gadgets*

New York, NY – June 4, 2008 – Texas Instruments notched the highest corporate reputation among the largest U.S. high-tech companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, followed by Apple and Hewlett-Packard. 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 high-tech companies are:

**2008 Corporate Reputations in the United States High-Tech Sector**

	<u>U.S. Companies</u>	<u>2008 Pulse Score</u>	<u>2007 Pulse Score*</u>
1	Texas Instruments	77.22	N/A
2	Apple	75.42	73.71
3	Hewlett-Packard	75.10	71.35
4	Intel	74.94	72.73
5	Dell	74.26	70.09
6	IBM	72.39	69.06
7	Microsoft	70.52	72.95
8	Motorola	69.20	66.66
9	Cisco Systems	67.75	69.50
10	Oracle	64.32	N/A
11	Emerson Electric	63.98	N/A

**High-Tech Industry Findings:**

- High-tech companies enjoy solid reputation scores in the U.S. with companies all registering average to strong reputations.
- Highest-ranking Texas Instruments, a newcomer to the study, also landed in the #10 spot among all 150 U.S. ranked companies.
- Apple, Hewlett-Packard, Intel, Dell, IBM and Microsoft all received high scores, many registered a significant increase, from 3 to 5 points, in scores from last 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). This year, many of the high-tech companies including Texas Instruments, Intel, Microsoft, Cisco Systems, Apple and Hewlett-Packard appeared as solid performers in each of the 7 dimensions.

"High-Tech companies upheld their strong reputations in the study with several showing impressive gains in scores from last year," said Kasper Nielsen, Managing Partner at Reputation Institute. "Consumers often have positive perceptions of the innovation and leadership these companies bring to the market."

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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:

<b>Excellent/Top Tier</b>	above 80
<b>Strong/Robust</b> 70 – 79	
<b>Average/Moderate</b>	60 – 69
<b>Weak/Vulnerable</b>	40 – 59
<b>Poor/Lowest Tier</b>	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](http://ReputationInstitute.com) to learn more about us.

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