

**Telecommunications Companies in the
United States Receive Reputation Rankings
Reputation Institute Releases Results of its Global Pulse – U.S. 2008 Study**

AT&T only company to raise the bar

New York, NY – June 4, 2008 – AT&T notched the highest corporate reputation among the largest U.S. telecommunications companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, but overall rankings remain weak to average. 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 telecommunications companies are:

**2008 Corporate Reputations in the
United States Telecommunications Industry**

	<u>U.S. Companies</u>	<u>2008 Pulse Score</u>	<u>2007 Pulse Score*</u>
1	AT&T	63.19	57.30
2	T-Mobile*	59.02	N/A
3	Verizon Communications	56.25	57.74
4	Qwest Communications	54.73	N/A
5	Sprint Nextel	50.80	51.24
6	Comcast	50.67	49.05

Telecommunications Industry Findings:

- Overall, there was little movement in the reputations of telecommunications companies between 2007 and 2008, with the exception of AT&T.
- AT&T had the best ranking of the largest U.S. telecommunications companies surveyed, rising a noteworthy 5.89 points in improved consumer perception from 2007 to 2008.
- As a whole, the telecommunications industry reputation scores fall in the average to weak range.
- The acquisition of Cingular Wireless by AT&T in 2007 may have helped redefine the reputation of one of America’s oldest telecommunications company.

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, telecommunication companies were notably absent from the leader board of top performers in the seven dimensions of reputation.

"Despite large sums of money spent on advertising, it's evident from the study that telecommunications companies are struggling with reputation issues," said Anthony Johndrow, Managing Director at Reputation Institute. "Overall consumers have little respect, trust and good feelings toward these companies, indicating that strong reputations and relevancy with stakeholders cannot be built on marketing alone."

###

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