

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

United Parcel Service delivers strong reputation results

New York, NY – June 4, 2008 – United Parcel Service handily notched the highest corporate reputation among the largest U.S. transport and logistics companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, followed at a distance by Fed-Ex, Union Pacific and the U.S. Postal Service. 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 transport and logistics companies are:

2008 Corporate Reputations of the Largest U.S. Transport & Logistics Companies

	<u>US Companies</u>	<u>2008 Pulse Score</u>	<u>2007 Pulse Score*</u>
1	UPS	81.05	80.06
2	FedEx	76.28	79.39
3	Union Pacific	67.30	N/A
4	US Postal Service	62.37	71.6

Transport and Logistics Industry Findings:

- As a whole, transport and logistics companies have a strong reputation with U.S. consumers, with companies registering average to excellent reputation ratings.
- United Parcel Service rose almost a full point in improved consumer perception from 2007 to 2008.
- Newcomer to the analysis, Union Pacific, earned an average score from consumers.
- Survey results indicate that consumers make a clear distinction among these companies with a difference of 5 points or more between each company’s score.

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).

"U.S. transportation companies UPS and FedEx have shown tremendous reputation strength, returning year after year to the top of the list by consistently delivering on the expectations of their customers." says Anthony Johndrow, Managing Director at Reputation Institute. "While these two will continue to compete head to head in the arena of reputation, it's hard to imagine their competitor, the U.S. Postal Service, ever reaching a similar level after yet another drop this year."

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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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