

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

A poor showing for Utility companies across the board

New York, NY – June 4, 2008 – Southern Company notched the highest corporate reputation among the largest U.S. utility companies surveyed in Reputation Institute’s Third Annual Global Pulse Study, followed closely by PG&E and AES. Overall, scores across the industry were low. 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 utility companies analyzed in the study are:

**2008 Corporate Reputations of the Largest
U.S. Utility Companies**

| | <u>US Companies</u> | <u>2008 Pulse Score</u> | <u>2007 Pulse Score*</u> |
|---|-------------------------|-------------------------|--------------------------|
| 1 | Southern Company | 65.69 | N/A |
| 2 | PG&E | 63.81 | N/A |
| 3 | AES | 63.09 | N/A |
| 4 | American Electric Power | 61.92 | N/A |
| 5 | Consolidated Edison | 56.98 | N/A |
| 6 | Duke Energy | 56.29 | N/A |
| 7 | Valero Energy | 53.29 | 56.08 |

Utility Companies Industry Findings:

- Another year of record setting industry costs have caused utility companies to have a weak reputation with U.S. consumers.
- Utility companies on the list showed ‘moderate’ to ‘weak/vulnerable’ rankings in reputation.
- Southern Company, PG&E, AES, American Electric Power, Consolidated Edison and Duke Energy, newcomers to the Global Pulse study in 2008, made weak showings in relation to other companies with scores below 70.
- Valero Energy dropped several points in consumer’s minds in its second showing in the study – falling 2.79 points from 2007 to 2008.

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).

"Utility companies scored low across all seven dimensions," says Anthony Johndrow, Managing Director, RI. "They can look at it as an opportunity to move people to support them through targeted work on their reputation," he adds.

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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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