

## Reputation Institute Report

# The 75 Most Reputable Companies in the U.S.

Matthew Kirdahy, 06.04.08, 6:00 PM ET

COMPANY	2008 RANK	2008	2007	CHANGE
Google	1	85.23	New	N/A
Johnson & Johnson	2	83.48	78.80	4.68
Kraft Foods Inc.	3	82.79	81.07	1.72
General Mills	4	81.34	New	0.00
Walt Disney	5	81.22	78.37	2.85
United Parcel Service	6	81.05	80.06	1.00
3M	7	79.79	75.06	4.73
Xerox	8	78.44	New	N/A
Colgate-Palmolive	9	78.04	New	N/A
Texas Instruments	10	77.22	New	N/A
Eastman Kodak	11	77.13	New	N/A
General Electric	12	76.82	73.96	2.86
Sara Lee	13	76.48	New	N/A
FedEx	14	76.28	79.39	-3.11
Deere & Co	15	76.12	74.99	1.13
Goodyear	16	76.00	68.46	7.54
Apple	17	75.42	73.71	1.71
Hewlett-Packard	18	75.10	71.35	3.75
Intel	19	74.94	72.73	2.21
Publix Super Markets Inc.	20	74.91	74.01	0.90
Caterpillar	21	74.78	75.24	-0.46
Whirlpool	22	74.41	New	N/A
Boeing	23	74.37	71.64	2.74
Costco Wholesale	24	74.33	72.45	1.88
Dell	25	74.26	70.09	4.17
The Coca-Cola Company	26	74.24	77.00	-2.76
Marriott International	27	74.14	New	N/A
Berkshire Hathaway	28	73.58	73.59	0.00
Walgreen	29	73.01	68.77	4.24
Toys 'R' Us	30	72.86	New	N/A
Procter & Gamble	31	72.85	76.25	-3.39
PepsiCo	32	72.76	74.91	-2.15
Office Depot	33	72.59	New	N/A
Fidelity Investments	34	72.57	New	N/A
IBM	35	72.39	69.06	3.34
Best Buy	36	72.08	69.44	2.64
Staples	37	72.01	New	N/A
Lowe's Cos	38	71.76	70.85	0.90
Aflac	39	71.59	New	N/A
Home Depot	40	71.49	69.76	1.72
NIKE	41	71.47	New	N/A
CVS	42	71.14	69.37	1.77
Microsoft	43	70.52	72.95	-2.43
Anheuser-Busch Cos	44	70.05	New	N/A
Kroger	45	69.96	65.64	4.32
JC Penney	46	69.92	73.71	-3.79
Honeywell International	47	69.79	65.92	3.88
Kohl's	48	69.31	New	N/A
Enterprise Rent-A-Car	49	69.25	New	N/A
Motorola	50	69.20	66.66	2.54

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Safeway	51	69.16	68.41	0.75
Express Scripts	52	69.13	New	N/A
Tyson Foods	53	69.04	66.79	2.25
Lockheed Martin	54	68.65	67.63	1.01
Cisco Systems	55	67.75	69.50	-1.75
Alcoa	56	67.58	66.61	0.97
Meijer	57	67.38	New	N/A
Target	58	67.38	69.61	-2.24
Union Pacific	59	67.30	New	N/A
Goldman Sachs Group	60	67.12	64.74	2.39
St. Paul Travelers Companies Inc.	61	67.11	60.77	6.34
CBS	62	67.06	New	N/A
State Farm Insurance Company	63	66.87	59.69	7.18
Northrop Grumman	64	66.34	66.51	-0.17
Hartford Finl Service	65	66.16	63.44	2.72
Rite Aid	66	65.92	New	N/A
Circuit City Stores	67	65.74	New	N/A
Southern Co	68	65.69	New	N/A
Merrill Lynch	69	65.64	65.59	0.06
Eli Lilly & Co	70	65.41	New	N/A
Morgan Stanley	71	65.31	65.15	0.15
MetLife	72	65.06	63.66	1.39
Raytheon	73	64.90	66.97	-2.07
Chubb	74	64.88	New	N/A
American Express	75	64.76	64.87	-0.11

Pulse scores are standardized on both the country and global level.

All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

For more information on survey methodology go to: <http://www.reputationinstitute.com/advisory-services/global-pulse>