
FOR IMMEDIATE RELEASE

NORTHERN EXPOSURE:
**TORONTO IS NORTH AMERICA'S MOST REPUTABLE CITY,
AS CANADIAN CITIES SHINE GLOBALLY**

Reputation Institute identifies most reputable cities based on global perceptions of economy, environment and government

TORONTO (Nov. 3, 2016) – In an arena far removed from international hockey, Canada has scored a hat trick -- with three cities listed among the world's most reputable, and Toronto as the highest-rated city in North America.

According to the Reputation Institute's 2016 City RepTrak®, the world's largest annual survey of city reputations, Toronto, Montreal and Vancouver are all in the global the top 10, making Canada the only country with more than one city on the exclusive list. Toronto was also the number one city in the world in one key dimension of reputation: the best city in which to live.

In the overall rankings, which consider a city's desirability as a place to live, work and invest, Toronto is fourth overall, with Montreal (7th) and Vancouver (9th) close behind. For the second year in a row, Sydney, Australia took top spot.

The top 10 cities in the 2016 City RepTrak® are:

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| 1. Sydney, Australia | 6. Edinburgh, United Kingdom |
| 2. Vienna, Austria | 7. Montreal, Canada |
| 3. Zürich, Switzerland | 8. Rome, Italy |
| 4. Toronto, Canada | 9. Vancouver, Canada |
| 5. Stockholm, Sweden | 10. Copenhagen, Denmark |

Toronto's enviable standing in the City RepTrak® can be attributed to top marks in key categories, as respondents ranked Toronto as the number one city to live in overall, the number two ranked city to work in (behind only Zürich) and the third overall city to invest in (behind only Zürich and Tokyo).

"Toronto prides itself on being a world-class city, and clearly the world agrees," said Daniel Tisch, President and CEO of Argyle Public Relationships, a leading Canadian expert in reputation management. "The results show Canada's largest city as a leader in its quality of life and attractive investment environment. However, tourism was identified as one area where the city could make significant gains in the future, which makes the current debate around a possible Expo 2025 bid particularly relevant."

In terms of livability, respondents ranked Vancouver sixth and Montreal seventh, and the two cities swapped spots as places to work. Unlike Toronto, neither city finished in the top 10 for most reputable cities to invest in, coming in 12th (Montreal) and 14th (Vancouver) respectively.

“Taken together, Canada’s major cities make up a highly regarded business ecosystem,” said Tisch. “Coming on the heels of Canada finishing second overall in the 2016 Country RepTrak, this sends a strong message about our global competitiveness and efforts to improve perceptions of our economy, environment and government.”

Despite their countless postcard-worthy vistas and world-class attractions, Montreal and Vancouver were also both seen as somewhat lacking on the tourism scorecard, claiming the 21st (Montreal) and 28th (Vancouver) spots on the list.

“For city reputation, the competition at the top is only getting stronger,” said Nicolas Georges Trad, Executive Partner at Reputation Institute. “For the first time in the City RepTrak® study we have cities with an excellent reputation. These are important issues for local policymakers concerned about tourism, relocation and investment, as there is a direct link between a city’s reputation and people’s willingness to visit, work and live there. By focusing on reputation drivers, cities can improve their reputation scores and benefit from increased support from their stakeholders.”

City RepTrak® is a global survey based on more than 22,000 consumer ratings, collected in the G8 countries, which ranks the world's 55 most reputable cities based on levels of trust, esteem, admiration and respect. Perceptions regarding 13 attributes are grouped into three dimensions: Advanced Economy, Effective Government and Appealing Environment. Cities with strong reputations are perceived positively in all three dimensions.

The full list of the most reputable cities can be found online at <http://www.reputationinstitute.com/research/City-RepTrak.aspx>.

Reputation Institute will hold a webinar to discuss the most reputable cities today, November 3, 2016, at 10am EDT. Nicolas Georges Trad, Executive Partner at Reputation Institute, and Daniel Tisch, President and CEO of Argyle Public Relationships, will highlight the top cities as well as the most improved cities. You can register at <http://www.reputationinstitute.com/Events>.

About Reputation Institute

Reputation Institute (RI) is the world’s leading consulting and advisory firm for reputation. RI enables many of the world’s leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI’s most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world’s largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography. Learn more at www.reputationinstitute.com

About Argyle Public Relationships™

Argyle helps major brands and respected organizations build and strengthen their relationships with the stakeholders who drive their reputations, brands and business success – across Canada and beyond. For more than 35 years, Argyle has been chosen by some of the world's biggest brands, has put big ideas onto the public agenda,

and has become one of Canada's largest independent communications firms. Argyle is a Canadian leader in awards for consumer marketing, corporate communications, health communications, public affairs, digital communications, branding and design. In 2016, Argyle was named for the second year in a row by PROFIT 500 as one of Canada's fastest growing companies. Argyle has offices in Toronto and Ottawa with affiliates across the country and around the world. Learn more at www.argylepr.com

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