

FOR IMMEDIATE RELEASE

SYDNEY, MELBOURNE NAMED WORLD'S MOST REPUTABLE CITIES IN LARGEST SURVEY OF GLOBAL PERCEPTIONS

Reputation Institute's City RepTrak® identified most reputable cities based on perceptions of economy, environment, government

BOSTON, MASSACHUSETTS (Oct. 22, 2015) – Sydney and Melbourne, Australia, have claimed the top spots in Reputation Institute's 2015 City RepTrak®, the world's largest annual survey of city reputations. This is the first time two cities from the same country have claimed the first and second position since City RepTrak® began in 2011.

The top ten cities in the 2015 City RepTrak® are:

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| 1. Sydney, Australia | 6. Barcelona, Spain |
| 2. Melbourne, Australia | 7. Edinburgh, United Kingdom |
| 3. Stockholm, Sweden | 8. Geneva, Switzerland |
| 4. Vienna, Austria | 9. Copenhagen, Denmark |
| 5. Vancouver, Canada | 10. Venice, Italy |

"The overall reputation of a city is built upon direct experience, mass communication, third-party endorsements and broadly accepted stereotypes," said Fernando Prado, managing partner at Reputation Institute. "These are bottom-line issues for local policymakers, because a good reputation strongly correlates with an increase in tourism, relocation and investment in that city."

Melbourne, Stockholm, Edinburgh, Geneva and Copenhagen are new to the Top 10 in 2015. Fifteen of the top 20 cities in the 2015 City RepTrak® are European, with Stockholm the highest of this group. San Francisco, CA, in 24th position overall, is the top-rated city in the United States.

City RepTrak is a global survey of more than 19,000 members of the general public, collected in the G8 countries, which ranks the world's 100 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, Oct. 22, 2015, at 11am EDT. Fernando Prado, managing partner at Reputation Institute, will highlight the top cities as well as the most improved cities. Register for the webinar on our website 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: <http://www.reputationinstitute.com/>

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