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KELLOGG'S RANKS FIRST IN 2015 SURVEY OF AMERICA'S MOST REPUTABLE COMPANIES IN CONSUMER CATEGORY

Reputation Institute survey reveals movement at the top as five new companies/brands join the top ten

BOSTON AND COPENHAGEN (May 28, 2015) – Reputation Institute's annual survey of America's most reputable companies in the consumer category has a new leader, with Kellogg's jumping 10 spots from 2014 to 2015. LEGO and Fruit of the Loom rank second and third, respectively.

"Even in this very product-focused category, only about 30 percent of what drives reputation relates to a company's products and services," said Brad Hecht, chief research officer at Reputation Institute. "Kellogg's has focused on health and nutrition and creating quality products, but in its conversations with consumers it also showcases its commitment to sustainable agriculture practices, childhood nutrition, and open and transparent labeling."

America's top 10 companies in the consumer category in 2015 are:

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|--------------------------|---------------------------|
| 1. Kellogg's | 6. Hershey Company |
| 2. LEGO | 7. Clorox |
| 3. Fruit of the Loom | 8. Kraft Food Groups Inc. |
| 4. Campbell Soup Company | 9. Tupperware |
| 5. Levi Strauss & Co. | 10. Hasbro |

The list of America's top 50 most reputable consumer companies is derived from the data collected for the 2015 US RepTrak® 100 study. The consumer category includes firms that manufacture, market and sell consumer products, consumer durables, and food & beverage products.

In 2015, five new companies/brands made the top ten in this category: Kellogg's, Fruit of the Loom, Levi Strauss & Co., Tupperware and Hasbro. The full list of America's top 50 most reputable companies in the consumer category can be found online at www.reputationinstitute.com/usconsumerreptrak.

Reputation Institute conducted more than 50,000 interviews with the US general public in 1Q 2015. The RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

Reputation Institute will hold a webinar to discuss America's top 50 most reputable companies in the consumer category today, May 28, 2015, at 11am EDT. Brad Hecht, chief research officer at Reputation Institute, will highlight the top companies and explain the return on reputation. 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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