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PANERA ACHIEVES TOP REPUTATION IN 2015 SURVEY OF AMERICA'S MOST REPUTABLE HOSPITALITY COMPANIES

Reputation Institute survey shows a clear winner in the hospitality industry and strong reputation for the industry overall

BOSTON AND COPENHAGEN (June 11, 2015) – Reputation Institute today released its inaugural list of America's top 50 most reputable hospitality companies, topped by Panera, Dunkin' Brands and Subway.

"The overall reputation of the hospitality industry in the United States is stronger than other industries, which is indicative of the positive feelings Americans have towards food and travel and the way companies in this space have been able to build an emotional bond with consumers," says Brad Hecht, chief research officer at Reputation Institute.

All of the top 25 companies in the hospitality industry achieved at least a "strong" reputation, while Panera is the only company to achieve an "excellent" reputation.

America's top 10 companies in the hospitality industry in 2015 are:

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| 1. Panera | 6. Texas Roadhouse |
| 2. Dunkin' Brands Inc. | 7. Wendy's |
| 3. Subway | 8. InterContinental Hotels |
| 4. Krispy Kreme | 9. Wynn Resorts |
| 5. Marriott International | 10. Hyatt Hotels |

The list of America's top 50 most reputable retail companies is derived from the data collected for the 2015 US RepTrak® 100 study. The full list of America's top 50 most reputable retail companies can be found online at <http://www.reputationinstitute.com/US-Hospitality-Reptrak>.

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 hospitality companies today, June 11, 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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