

FOR IMMEDIATE RELEASE

AMAZON, PUBLIX, AND WHOLE FOODS LEAD 2015 SURVEY OF AMERICA'S MOST REPUTABLE RETAIL COMPANIES

Reputation Institute survey shows reputations of America's top retail companies continue to improve

BOSTON AND COPENHAGEN (June 4, 2015) – For the third year in a row, Amazon claims the top spot in Reputation Institute's annual survey of America's top 50 most reputable companies in the retail industry. Amazon is the only company of all the retail companies surveyed to achieve an excellent reputation. Supermarket chains move up in the ranking this year, with Publix ranking second and Whole Foods jumping five spots to third place in 2015.

"The overall reputation of America's top retail companies has steadily improved over the last three years, signaling that these companies are being proactive and making a conscious decision to manage their reputations," says Brad Hecht, chief research officer at Reputation Institute.

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

- | | |
|------------------------------|----------------------------|
| 1. Amazon.com | 6. Lowe's Home Improvement |
| 2. Publix Super Markets Inc. | 7. Home Depot |
| 3. Whole Foods | 8. Ace Hardware |
| 4. Tiffany & Co. | 9. Cabela's |
| 5. Costco Wholesale | 10. Ahold |

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 retail industry includes firms engaged in the selling of finished products to end user consumers as well as apparel stores, food stores, department stores, warehouse retailers, convenience retailers, specialty retailers, resale stores, and online stores.

In 2015, four new companies made the top ten in this industry: Tiffany & Co., Ace Hardware, Cabela's and Ahold. The full list of America's top 50 most reputable retail companies can be found online at <http://www.reputationinstitute.com/US-Retail-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 retail companies today, June 4, 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/>

Further information

Jennifer Villarreal, Communications Manager

+1 617 758 0956

jvillarreal@reputationinstitute.com

###

RI Offices: Brazil • China • Denmark • Italy • Netherlands • Panama • Spain • United Kingdom • United States

RI Associates: Australia • Belgium • Bolivia • Canada • Chile • Colombia • Finland • France • Germany • Greece • India • Ireland • Japan • Malaysia • Norway • Peru • Portugal • Russia • Singapore • Sweden • Switzerland • Turkey • Ukraine
