

AMAZON, HALLMARK, SAMSUNG TOP LIST OF MOST REPUTABLE COMPANIES IN THE UNITED STATES

Reputation Institute's U.S. RepTrak® 100 identifies most reputable global companies among the American general public

BOSTON, MASSACHUSETTS — (March 29, 2016) – Amazon, Hallmark and Samsung top the U.S. RepTrak® 100 list of the most reputable companies among the American general public, Reputation Institute announced today.

The top 10 companies in the 2016 U.S. RepTrak® 100 are:

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| 1. Amazon | 6. Johnson & Johnson |
| 2. Hallmark | 7. Rolex |
| 3. Samsung | 8. Intel |
| 4. Kellogg Company | 9. Netflix |
| 5. Sony | 10. The Walt Disney Company |

“In a rapidly changing global economy, it’s more important than ever for companies to gain the trust of the general public, as the means to an end of earning a strong reputation,” said Stephen Hahn-Griffiths, Vice President and Managing Director of U.S. and Canada at Reputation Institute. “The emotional connection that consumers have with a company drives supportive behaviors – ranging from purchasing the company’s products to wanting to work for it. The results of the U.S. RepTrak® 100 tell us which companies are of highest repute, and gives us unique insights into what drives trust and support in the U.S market.”

The RepTrak® System measures a company’s ability to deliver on stakeholder expectations on the seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance. The U.S. RepTrak® 100 ranks the most reputable global companies based on more than 83,000 ratings collected in the first quarter of 2016 from members of the U.S. general public.

The study shows that the American general public believes that U.S.-based companies have stronger reputations than companies of international origin. In fact, 7 out of the top 10 companies are American, and the only foreign entities in the top tier of reputation are technology companies Sony and Samsung and watchmaker Rolex.

The 2016 U.S. RepTrak® 100 demonstrates that the most reputable companies among American consumers are continuing to strengthen their reputations and corporate brands. Each of the top 15 most reputable companies in the U.S. RepTrak® 100 earned an excellent Pulse score (>80). Only nine companies received an excellent score in 2015.

“As the United States continues to recover from the 2008 recession, trust in companies has been consistently on the rise,” Hahn- Griffiths said. “This study is further proof that American companies are continuing to excel in the global market by developing strong, stable relationships with their customers.”

The U.S. RepTrak® 100 joins Reputation Institute’s stable of annual RepTrak® studies, which includes the Global RepTrak® 100 and studies focused on the general public’s perceptions in China, Canada, the United Kingdom, Italy, Switzerland, Spain, Mexico and France.

The full list of the most reputable companies among the American general public can be found online at <http://www.reputationinstitute.com/research/RepTrak-in-Country/US-RepTrak-100>.

Reputation Institute is hosting a webinar to discuss the most reputable companies in the U.S. on Tuesday, March 29, 2016, at 10 a.m. Eastern Daylight Time (EDT) or 15:00 Central European Time (CET). 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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