



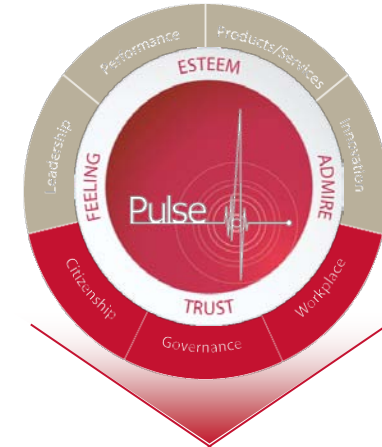
The 2010 Corporate Social Responsibility Index

Building Reputation Through Responsible Actions

In today's business environment, there is an increasing pressure for companies to act responsibly – stakeholders now, more than ever, evaluate corporations on social impact (**Citizenship, Governance and Workplace**) in addition to economic and market driven results (**Products/Services, Innovation, Leadership and Performance**). Each of these seven areas Reputation Institute identifies as a dimension that influences reputation. Individually they are the drivers of reputation that a corporation must manage across its stakeholders.

Perceptions of how an organization behaves towards all of its stakeholders, including its employees, other companies that it works or competes with, and the local and global community drive an increasingly larger portion of a company's reputation with the general public. In 2010, the areas of Citizenship, Governance and Workplace continue to account for over 40% of a company's reputation, or Pulse score, in the United States.*

Responsible corporations work not only to develop initiatives and policies “around the wheel” but work to effectively communicate their successes and failures in each area. This high level of responsibility often translates into reputation capital with stakeholders. In essence, companies high in strong reputations view themselves as responsible to stakeholders across all of the seven dimensions of Reputation Institute's patented RepTrak™ framework.



The Corporate Social Responsibility Index (CSRI) is an outgrowth of the RepTrak™ Framework

The Corporate Social Responsibility Index

To help corporate citizenship, CSR and sustainability practitioners delve deeper into understanding how they are performing with the general public in the social areas of reputation, Reputation Institute in conjunction with the Boston College Center for Corporate Citizenship developed the corporate social responsibility index (CSRI). The CSRI is the combined average of the general public's perceptions along the three key dimensions - Citizenship, Governance and Workplace. This combined score yields greater insight into the influence of stakeholder programs, policies and activities on reputation.

Understanding the CSRI Rankings

Rankings along the corporate social responsibility index aim to give companies a better sense of how the totality of their institutional activities are perceived by the general public. These rankings are not based on self-reported corporate information but from over 24,000 ratings across the United States from people familiar with the company rated.

* See Reputation Institute's 2010 Global Reputation Pulse Study

Most Socially Responsible Companies in the U.S. in 2010 - *The Top 50*



Rank	Company	CSRI
1	Johnson & Johnson	82.67
2	The Walt Disney Company	81.33
3	Kraft Foods Inc.	80.56
4	Microsoft	80.18
5	PepsiCo	80.15
6	Apple	80.11
7	Hershey Company	78.24
8	SC Johnson	77.62
9	Kellogg	77.60
10	Google	77.35
11	Caterpillar	77.24
12	Intel	76.98
13	Publix Super Markets Inc.	76.38
14	JC Penney	75.86
15	Green Mountain Coffee Roasters	75.77
16	Campbell Soup Company	75.74
17	Marriott International	75.49
18	Anheuser-Busch InBev	75.41
19	UPS	75.22
20	Adobe	75.17
21	AmerisourceBergen	75.17
22	General Mills	75.13
23	Clorox	75.12
24	Eastman Kodak	75.12
25	Fidelity Investments	75.06

Rank	Company	CSRI
26	Dell	74.92
27	Amazon.com	74.78
28	Avon Products	74.69
29	Lowe's Home Improvement	74.67
30	Advanced Micro Devices - AMD	74.58
31	Unilever	74.50
32	Goodyear	74.40
33	Dunkin' Brands, Inc.	74.38
34	Sara Lee	74.38
35	Yahoo!	74.38
36	Coca-Cola Bottlers	74.30
37	Deere & Co.	74.23
38	Procter & Gamble	73.91
39	FedEx	73.57
40	General Electric	73.42
41	New Balance	73.29
42	The Coca-Cola Company	73.10
43	Southern Company	73.01
44	Southwest Airlines	72.98
45	Texas Instruments	72.94
46	Medtronic	72.86
47	Starbucks Coffee Company	72.81
48	Hewlett-Packard	72.80
49	eBay	72.57
50	3M	72.52

J&J and Walt Disney Lead in the CSRI

New Jersey based Johnson & Johnson earns the highest rating of perceptions along social dimensions (Citizenship, Governance and Workplace) with a corporate social responsibility index (CSRI) score of 82.67. The Walt Disney Company follows closely with a CSRI score of 81.33. The top 25 companies all rated at or above 75 in this year's study. To break into the top 50 a company needed to rate above 72.52, an increase of over 3 points from 2009.

Excellent/Top Tier above 75
Strong/Robust 66 – 75
Average/Moderate 56 – 65
Weak/Vulnerable 45 – 55
Poor/Lowest Tier below 45

All CSRI scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

CSRI scores are based on Workplace, Citizenship and Governance statements.

Changes in CSRI Scores, 2009 vs. 2010

Companies 1-50



Movers and Shakers

Year-over-year, over a dozen companies in the top 50 show an increase of +5 points or greater in CSRI including: Johnson & Johnson, Apple, Caterpillar, Intel, Adobe, Dell, AMD, Unilever, Goodyear, Dunkin' Brands, Texas Instruments and Starbucks.

Companies that took the largest tumble in CSRI often were in industries plagued with larger reputation challenges such as automotive and financial services.

Company	Rank 2010	CSRI Results			Company	Rank 2010	CSRI Results		
		2010	2009	Change			2010	2009	Change
Johnson & Johnson	1	82.67	76.57	6.10	Dell	26	74.92	68.92	6.00
The Walt Disney Company	2	81.33	79.52	1.81	Amazon.com	27	74.78	70.00	4.78
Kraft Foods Inc.	3	80.56	75.94	4.62	Avon Products	28	74.69	N/A	N/A
Microsoft	4	80.18	78.66	1.52	Lowe's Home Improvement	29	74.67	71.98	2.69
PepsiCo	5	80.15	76.00	4.15	Advanced Micro Devices - AMD	30	74.58	66.40	8.18
Apple	6	80.11	74.22	5.89	Unilever	31	74.50	69.06	5.44
Hershey Company	7	78.24	N/A	N/A	Goodyear	32	74.40	68.18	6.22
SC Johnson	8	77.62	N/A	N/A	Dunkin' Brands, Inc.	33	74.38	66.93	7.45
Kellogg	9	77.60	N/A	N/A	Sara Lee	34	74.38	70.62	3.75
Google	10	77.35	77.03	0.32	Yahoo!	35	74.38	N/A	N/A
Caterpillar	11	77.24	69.16	8.08	Coca-Cola Bottlers	36	74.30	71.92	2.39
Intel	12	76.98	68.87	8.10	Deere & Co.	37	74.23	69.63	4.60
Publix Super Markets Inc.	13	76.38	72.62	3.76	Procter & Gamble	38	73.91	73.40	0.51
JC Penney	14	75.86	71.59	4.27	FedEx	39	73.57	74.87	-1.30
Green Mountain Coffee Roasters	15	75.77	71.65	4.13	General Electric	40	73.42	72.38	1.04
Campbell Soup Company	16	75.74	75.26	0.48	New Balance	41	73.29	71.78	1.51
Marriott International	17	75.49	70.34	5.15	The Coca-Cola Company	42	73.10	71.92	1.19
Anheuser-Busch InBev	18	75.41	70.72	4.68	Southern Company	43	73.01	N/A	N/A
UPS	19	75.22	74.84	0.38	Southwest Airlines	44	72.98	70.76	2.22
Adobe	20	75.17	67.58	7.59	Texas Instruments	45	72.94	67.22	5.72
AmerisourceBergen	21	75.17	N/A	N/A	Medtronic	46	72.86	71.01	1.85
General Mills	22	75.13	75.95	-0.82	Starbucks Coffee Company	47	72.81	62.54	10.27
Clorox	23	75.12	N/A	N/A	Hewlett-Packard	48	72.80	71.20	1.60
Eastman Kodak	24	75.12	N/A	N/A	eBay	49	72.57	N/A	N/A
Fidelity Investments	25	75.06	67.69	7.36	3M	50	72.52	71.59	0.93

Excellent/Top Tier above 75
Strong/Robust 66 – 75
Average/Moderate 56 – 65
Weak/Vulnerable 45 – 55
Poor/Lowest Tier below 45

All CSRI scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

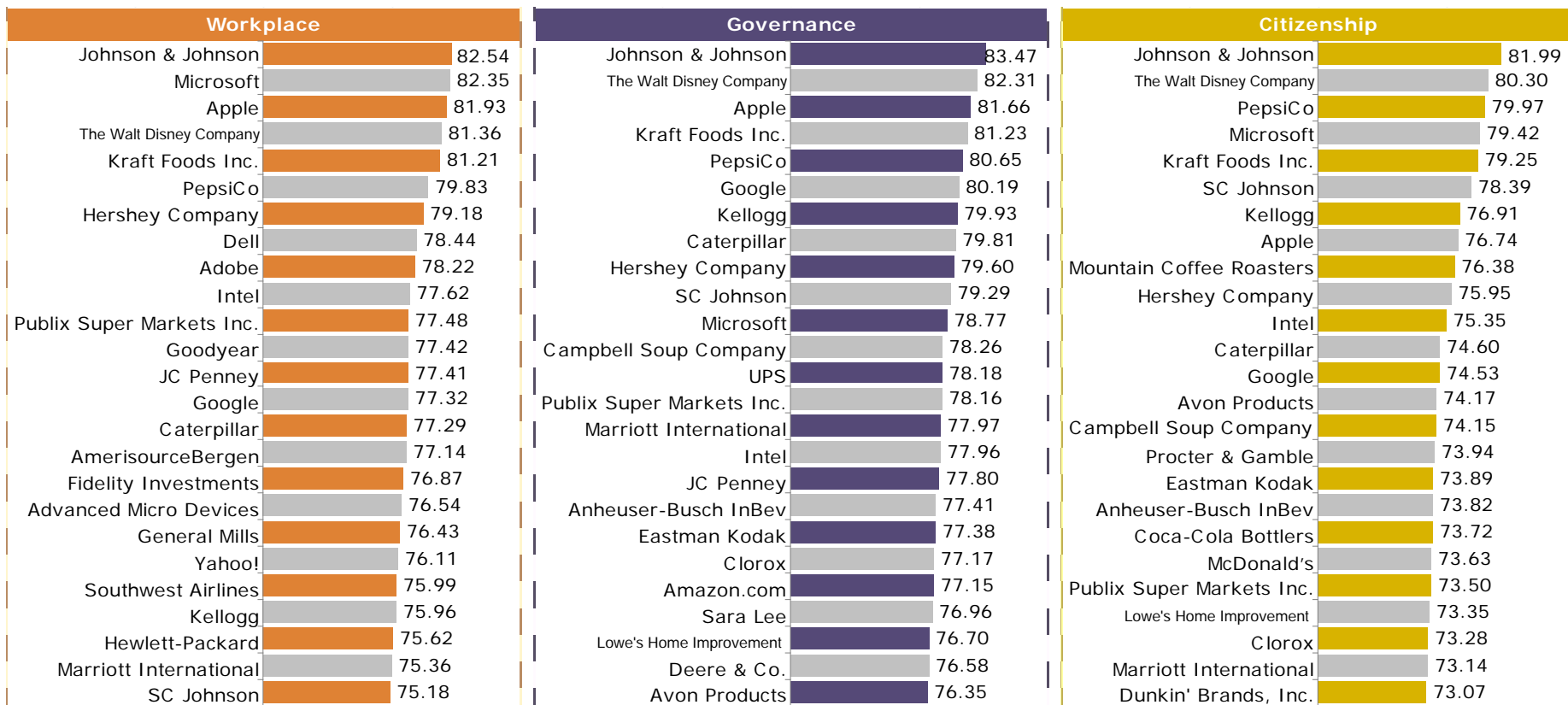
CSRI scores are based on Workplace, Citizenship and Governance statements.

Top 25 Within Citizenship, Governance and Workplace - U.S. 2010



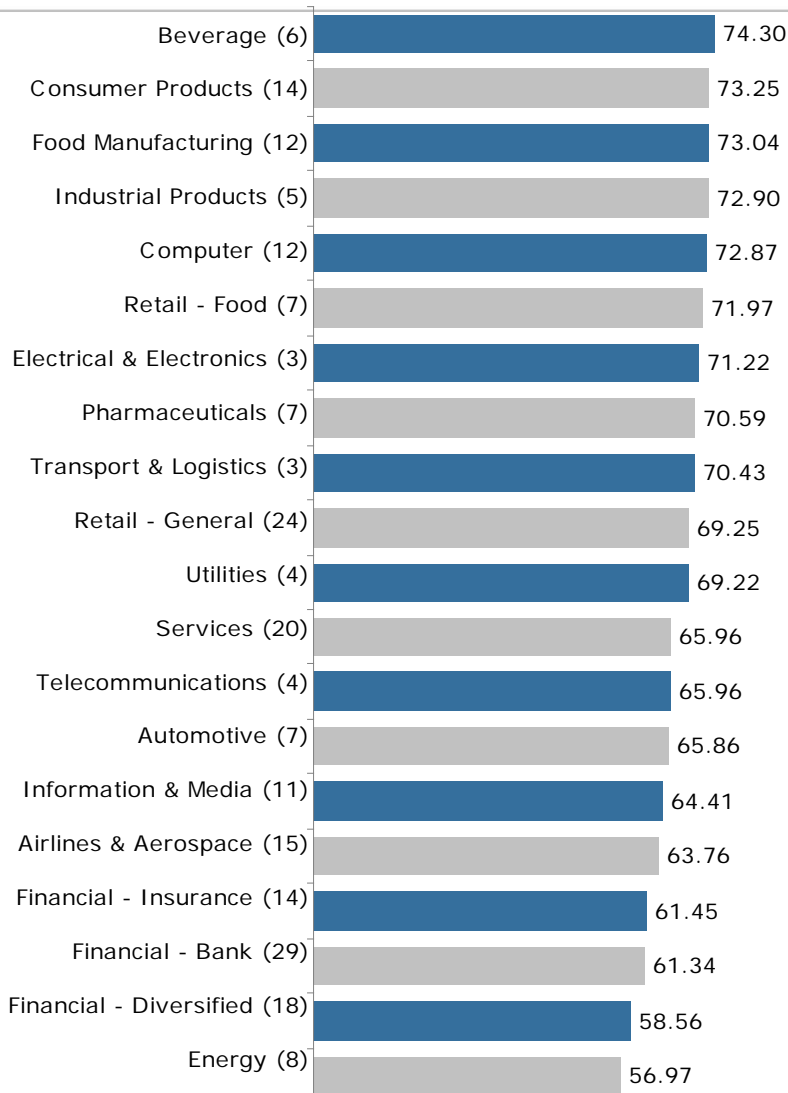
Leaders Stand Out Across Dimensions

Across the three dimensions of the CSRI (Citizenship, Governance and Workplace) many companies share a standing in the Top 25. Companies such as J&J, Walt Disney, Microsoft, Apple and Kraft all rate highly with the U.S. general public in each of these dimensions. Some companies show strength in one key area such as Southwest Airlines in Workplace, Green Mountain Coffee in Citizenship and UPS in Governance.



Q: Workplace: 'Company' is an appealing place to work -- it treats its employees well
 Q: Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
 Q: Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment

Perceptions of U.S. Industries - Ranked by Corporate Social Responsibility Index, 2010



Beverage, Consumer Products and Food Manufacturing Industries Lead CSRI Ratings

Sector results provide an indication of the context within companies operate. Some companies operate in industries with a positive halo, others operate in a global industry with a negative halo.

The general public tends to rate makers of beverages, consumer products, computers, and beverages well along social dimensions. The results indicate relative appreciation for those customer-facing sectors – and suggest favorable social perceptions for companies in these sectors.

Financial diversified services companies, banks and insurance companies as well as Energy companies anchor the bottom of industry rankings.

Excellent/Top Tier above 75
Strong/Robust 66 – 75
Average/Moderate 56 – 65
Weak/Vulnerable 45 – 55
Poor/Lowest Tier below 45

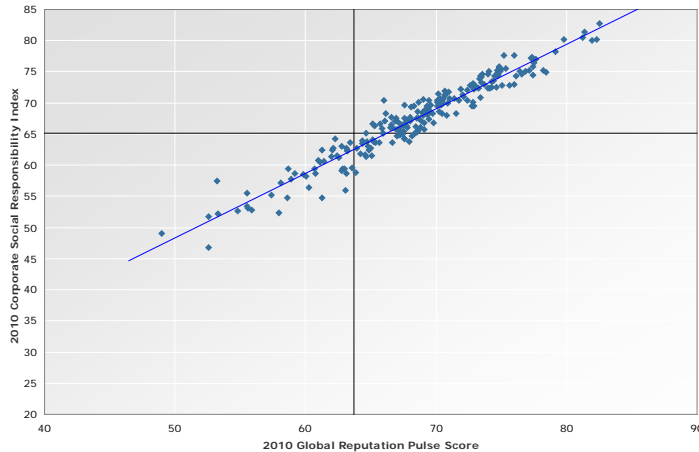
All CSRI scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

CSRI scores are based on Workplace, Citizenship and Governance statements.

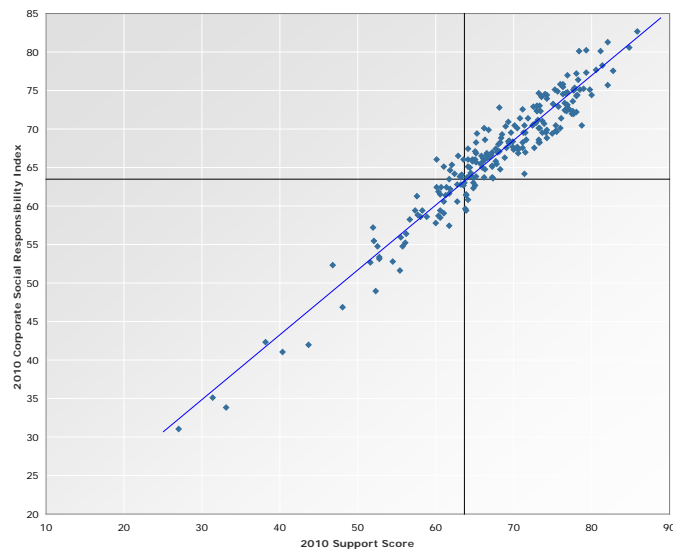
The Link Between Social Responsibility and Reputation



**Figure 1:
Social Responsibility and Reputation**



**Figure 2:
Reputation and Consumer Support**



Putting Social Initiatives and Reputation to Work

Companies that U.S. consumers hold in high regard tend to receive corresponding marks for their activities in Citizenship, Governance and the Workplace. This is demonstrated by the linear relationship between corporate social responsibility and corporate reputation scores of companies rated in the study. [Figure 1]

Ultimately, both corporate reputation and social initiatives aim to encourage support stakeholder behavior.

Analysis shows that if a company is able to improve reputation by 5 points the number of people who would positively recommend the company goes up by 6.0%. [Figure 2] In a competitive situation increasing recommendation within the general public by 2-5% would have a dramatic impact on the bottom line reinforcing the benefits of active reputation management.

This trend tells us that companies who invest in social initiatives are also investing in building reputations and creating support from their stakeholders.

Best U.S. Corporate Reputations – 2010

- All Rated Companies



Rank	Company	Global Pulse Score
1	Johnson & Johnson	85.82
2	Kraft Foods Inc.	84.84
3	Kellogg	82.78
4	The Walt Disney Company	82.11
5	Campbell Soup Company	82.04
6	Hershey Company	81.41
7	PepsiCo	81.20
8	SC Johnson	80.61
9	Sara Lee	80.04
10	Clorox	79.75
11	Google	79.31
12	Microsoft	79.28
13	UPS	78.93
14	Dean Foods	78.79
15	General Mills	78.46
16	Apple	78.36
17	Publix Super Markets Inc.	78.27
18	Dunkin' Brands, Inc.	78.15
19	Coca-Cola Bottlers	78.10
20	Caterpillar	78.07
21	Colgate-Palmolive	77.99
22	Anheuser-Busch InBev	77.84
23	Eastman Kodak	77.73
24	Fidelity Investments	77.72
25	Adobe	77.72
26	Staples	77.70
27	Levi Strauss & Co.	77.64
28	FedEx	77.59
29	HJ Heinz	77.46
30	3M	77.15
31	Amazon.com	76.94
32	Hewlett-Packard	76.92
33	Intel	76.88
34	The Coca-Cola Company	76.86
35	Whirlpool	76.81
36	IBM	76.77
37	Lowe's Home Improvement	76.64
38	BMW	76.56
39	General Electric	76.55
40	Advanced Micro Devices - AMD	76.33
41	Marriott International	76.29
42	JC Penney	76.28
43	Rite Aid	76.04
44	Green Mountain Coffee Roasters	76.01
45	Xerox	75.99
46	Samsung Electronics	75.98
47	Texas Instruments	75.79
48	Dell	75.66
49	Motorola	75.50
50	Mattel, Inc.	75.38

Johnson & Johnson Tops the List for the Second Year in a Row

Of the companies in the U.S. rated, Americans have the strongest amount of trust, admiration, respect and good feeling for **Johnson & Johnson**. The company has maintained its first place ranking in the United States and improved its reputation 2.24 points to achieve an excellent Reputation Pulse score of 85.82.

Rounding out the top tier of most reputed companies in the U.S. are **Kraft Foods, Kellogg, The Walt Disney Company, Campbell Soup Company, Hershey Company, PepsiCo, SC Johnson** and **Sara Lee** each earning excellent Reputation Pulse scores above 80.

The Bar is Higher in 2010

To be among the most highly regarded companies in the U.S. in 2010 required a stronger reputation than it did in 2009: companies now have to earn a Reputation Pulse score higher than 75 to break into the Top 50, while in 2009 the threshold for the top tier was 72.5.

Select Few Move up in Trust, Admiration and Good Feeling

Of the rated U.S. companies in 2009 and 2010, finance companies continue to see declines, including **Bank of America, AIG, Wells Fargo** and **Citigroup**.

Please see Reputation Institute's 2010 Most Reputable U.S. Companies Report for more information on changes to corporate reputation over the year.

www.reputationinstitute.com

Excellent/Top Tier above 80
Strong/Robust 70-79
Average/Moderate 60-69
Weak/Vulnerable 40-59
Poor/Lowest Tier below 40

All Global Pulse scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.

Pulse scores are based on questions measuring Trust, Admiration & Respect, Good Feeling and Overall Esteem (captured in the Pulse score on a 0-100 scale).

How to Improve Reputation with the U.S. General Public



Each of the Seven Dimensions of the RepTrak™ Model Drive Corporate Reputation

To earn trust, admiration, good feeling and support from the U.S. general public, companies must address all seven dimensions of reputation. In the U.S. each dimension alone accounts for over 12 percent of reputation.

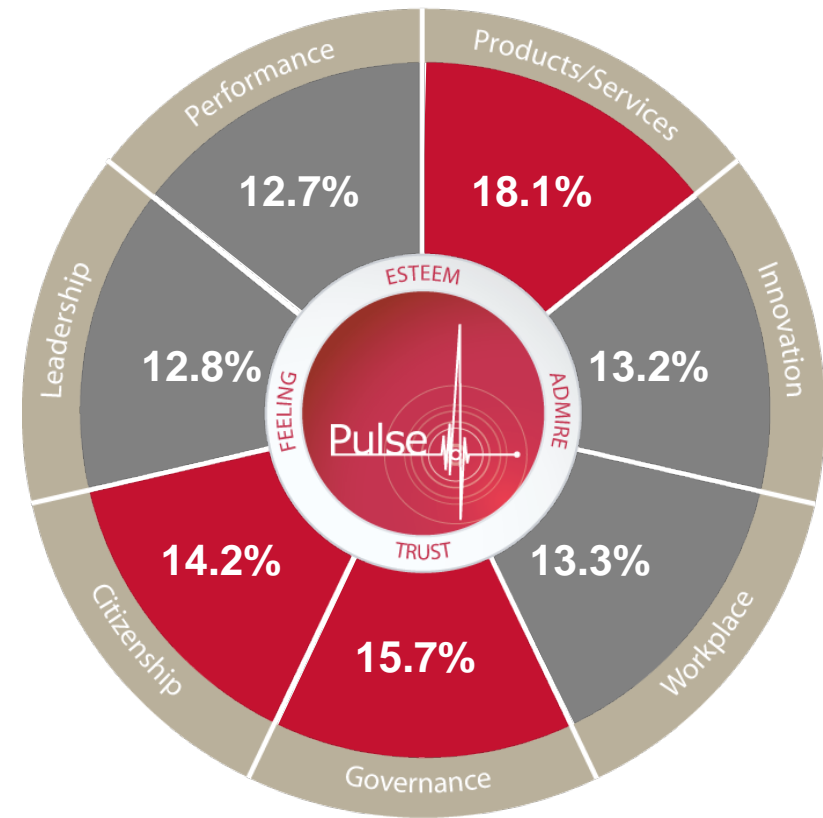
Products/Services, Governance and Citizenship are Key Drivers

In the past year, some of the biggest corporate crises involved companies whose ethics and transparency came into question as they handled issues with their core products and services. These crises have devastating effects because the general public is most concerned about the areas of Products/Services and Governance.

If companies can shift the general public's perception on the three most influential dimensions, reputation and support will improve. If companies do not perform well in these areas stakeholder support may suffer.

Building a Broad and Balanced Reputation Platform

The general public's expectations vary in different industries and in different countries. Specific stakeholders (employees, investors, policy makers, customers, etc) may vary even more. Over the past few years, however, it has become clear that all dimensions of reputation are important. Therefore, building and protecting reputation requires a broad approach that starts with an understanding of the specific dimensions that matters most to your stakeholders.



Factor Adjusted Regression
n = 24,977
Adjusted R² = 0.748

- Q: Product/Services: 'Company' offers high quality products and services -- it offers excellent products and reliable services
- Q: Innovation: 'Company' is an innovative company -- it makes or sells innovative products or innovates in the way it does business
- Q: Workplace: 'Company' is an appealing place to work -- it treats its employees well
- Q: Governance: 'Company' is a responsibly-run company -- it behaves ethically and is open & transparent in its business dealings
- Q: Citizenship: 'Company' is a good corporate citizen -- it supports good causes & protects the environment
- Q: Leadership: 'Company' is a company with strong leadership -- it has visible leaders & is managed effectively
- Q: Performance: 'Company' is a high-performance company -- it delivers good financial results

How Can Social Responsibility be Used to Improve Reputation?



Company [Sorted by CSRI]	RepTrak™ Pulse	CSRI	Balanced Indicator
Johnson & Johnson	85.82	82.67	∅
The Walt Disney Company	82.11	81.33	∅
Kraft Foods Inc.	84.84	80.56	∅
Microsoft	79.28	80.18	∅
PepsiCo	81.20	80.15	∅
Apple	78.36	80.11	∅
Hershey Company	81.41	78.24	○
SC Johnson	80.61	77.62	○
Kellogg	82.78	77.60	○
Google	79.31	77.35	○
Caterpillar	78.07	77.24	○
Intel	76.88	76.98	○
Publix Super Markets Inc.	78.27	76.38	○
JC Penney	76.28	75.86	○
Green Mountain Coffee Roasters	76.01	75.77	○
Campbell Soup Company	82.04	75.74	○
Marriott International	76.29	75.49	○
Anheuser-Busch InBev	77.84	75.41	○
UPS	78.93	75.22	○
Adobe	77.72	75.17	○
AmerisourceBergen	75.31	75.17	○
General Mills	78.46	75.13	○
Clorox	79.75	75.12	○
Eastman Kodak	77.73	75.12	○
Fidelity Investments	77.72	75.06	○
Dell	75.66	74.92	○
Amazon.com	76.94	74.78	○
Avon Products	73.20	74.69	○
Lowe's Home Improvement	76.64	74.67	○
Advanced Micro Devices - AMD	76.33	74.58	○
Unilever	73.99	74.50	○
Goodyear	74.24	74.40	○
Dunkin' Brands, Inc.	78.15	74.38	○
Sara Lee	80.04	74.38	○
Yahoo!	75.11	74.38	○
Coca-Cola Bottlers	78.10	74.30	○
Deere & Co.	73.58	74.23	○
Procter & Gamble	74.26	73.91	○
FedEx	77.59	73.57	○
General Electric	76.55	73.42	○
New Balance	75.05	73.29	○
The Coca-Cola Company	76.86	73.10	○
Southern Company	72.95	73.01	○
Southwest Airlines	73.38	72.98	○
Texas Instruments	75.79	72.94	○
Medtronic	72.57	72.86	○
Starbucks Coffee Company	68.20	72.81	●
Hewlett-Packard	76.92	72.80	○
eBay	71.19	72.57	○
3M	77.15	72.52	○

∅ Top tier in both categories ○ Higher Pulse ● Higher CSRI

Creating Balance in Your Reputation

Comparing Corporate Social Responsibility Scores to Reputation Pulse scores identifies if there is a balance between how the company is perceived on the three social responsibility dimensions and overall reputation.

Citizenship, Governance, and Workplace constitutes more than 40% of reputation being a key driver of trust, admiration, and support. But is your company leveraging your social responsibility equity?

If the Pulse score is higher than the Corporate Social Responsibility score this suggests that the full potential of the social responsibility area is not yet leveraged.

If the Corporate Social Responsibility score is higher than the Pulse score this suggests that other dimensions may be dragging your overall reputation down diminishing the return on investment from social responsibility activities.

Across all measured companies the average difference between Pulse and the Corporate Social Responsible Index was roughly 1.0 indicating a good balance.

A number of companies outside of the top tier on both measures have differences larger than 3 points -indicating room for improvement.

	Pulse	CSRI	
Excellent/Top Tier	above 80	above 75	All scores that differ by more than +/-0.5 are significantly different at the 95% confidence level.
Strong/Robust	70-79	66 – 75	
Average/Moderate	60-69	56 – 65	
Weak/Vulnerable	40-59	45 – 55	
Poor/Lowest Tier	below 40	below 45	

Corporate Reputations are Valuable Intangible Assets

Corporate reputations are valuable because they influence the decisions of consumers about which products and services they will buy, the decisions of creditors and investors about which companies they will lend money to (and at what price), and the decisions of job-seekers about which companies they want to work for. Corporate reputations are assets because they influence the profitability of companies and are unique and inimitable. Unfortunately, they are also intangible – and so are difficult to measure.

Capturing Reputation

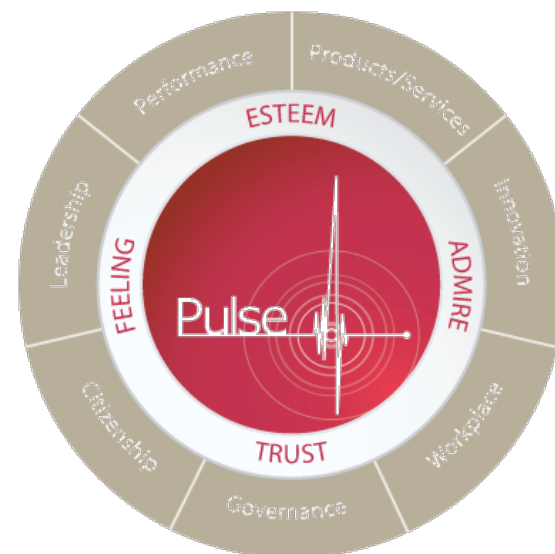
Reputation Institute has been measuring corporate reputations rigorously since 1999. Our approach is based on:

- a carefully developed model of what constitutes reputation
- a rigorous process that ensures representative results, and
- a process of analysis that standardizes output
 - enabling international and cross-industry comparisons.

In 2006, Reputation Institute introduced the RepTrak™ Model - a simplified and standardized scorecard for measuring corporate reputations internationally. The beating heart of the model is the Pulse – the degree to which people trust, admire, respect, and have a good feeling for a company. Scores are based on answers to four questions and are standardized on a scale of 0-100.

Reputation Institute further examines whether the Pulse score is based on perceptions of companies on seven underlying dimensions identified in the RepTrak™ model: Products/Services, Innovation, Workplace, Citizenship, Governance, Leadership, and Performance. Understanding these underlying perceptions provides the raw material from which companies can create strategic platforms for communicating and engaging with their stakeholders on the most relevant key performance indicators. It is the importance of these dimensions which drive corporate reputation.

The 2010 Global Reputation Pulse questionnaire is a 10 minute online survey that invites respondents to describe their perceptions of companies.



The RepTrak™ Model

The Global Reputation Pulse

The Global Reputation Pulse 2010 is the fifth annual study of the reputations of the world's largest companies. The study was developed by Reputation Institute to provide executives with a high-level overview of their company's reputation with consumers. Conducted annually since 2006 results from the study have created a robust database of reputation ratings for the world's largest companies in their home markets. Over 60,000 members of the general public from over 30 countries participated in the study in January and February of 2010 providing detailed information on how much trust, admiration, respect, and good feeling they have for the world's largest companies. In total, more than 150,000 ratings were used to create reliable measures of the 'corporate reputation' of more than 1,000 companies. Additionally, respondents provided information on what drives these feelings rating companies' performance along the seven dimensions of reputation.

Criteria and Respondent Profile for this Special Report



Measured U.S. Companies - 2010

This special report is a combination of the largest 150 companies measured in the United States for Reputation Institute's 2010 Global Reputation Pulse Study plus an additional selection of some of the most visible members of the Boston College Center for Corporate Citizenship.

Criteria for Global Pulse Companies:

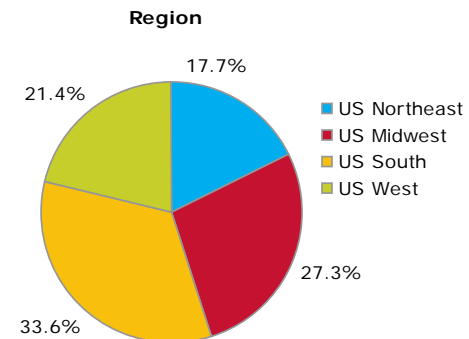
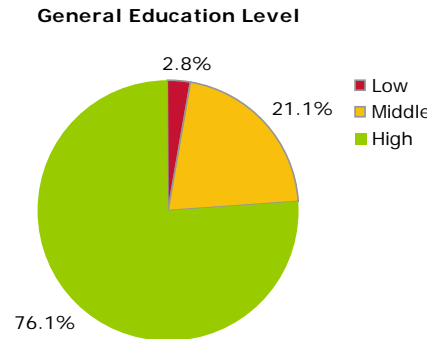
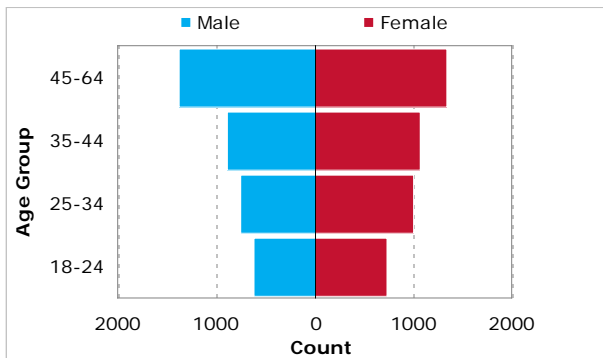
1. Companies were among the largest in the U.S. based on the most recent record of total revenues.
2. Companies engaged in commercial activities - not purely investment trusts or holding companies.
3. They were not wholly-owned subsidiaries of another foreign company.
4. If they were large B2B companies, they were only included if they had reasonably high familiarity to the U.S. general public.

Criteria for Selected Boston College Center Members:

1. Member companies had reasonably high familiarity with the U.S. general public.
2. They were Center members as of December 2009.

U.S. Respondents Profile

A total of 24,977 ratings of the 230 selected companies were obtained from a sample of 7,790 online consumers in the United States in January and February 2010. Each respondent was allowed to rate a maximum of five companies with which they were familiar. All companies were rated by at least 100 respondents. Ratings are statistically significant at a 95% confidence level with a margin of error +/- 0.5. In other words, companies within countries have significantly different results when their Pulse is greater than 0.5 points apart. Respondents distribution was balanced to the country population on age and gender.



Companies Included in the 2010 Study



The following U.S. Companies met these criteria and were included in the study:

3M	Archer Daniels Midland	CBS Broadcasting Inc.
Abbott Laboratories	AT&T	Charles Schwab
Accenture	AutoNation	Chase
Adobe	Avon Products	Chevron
Advanced Micro Devices - AMD	AXA	Chubb
Aetna	Bank of America	CIGNA
Aflac	Bank of the West	Cisco Systems
AIG - American International Group	Baxter International	CITGO Corporation
AirTran	BB&T	Citibank
Alcoa	BBVA	Citigroup
Allstate	Berkshire Hathaway	Citizens Bank
Ally Bank	Best Buy	Clorox
Altria Group	BJ's Wholesale Club, Inc.	Coca-Cola Bottlers
Amazon.com	Blue Cross Blue Shield	Colgate-Palmolive
American Express	BMW	Comcast
AmerisourceBergen	Boeing	Comerica
Amgen	Bristol-Myers Squibb	ConAgra Foods
AMR - American Airlines	Campbell Soup Company	ConocoPhillips
Amway	Capital One Financial	Constellation Energy
Anheuser-Busch InBev	Cardinal Health	Continental Airlines
Apple	Carnival	Costco Wholesale
ARAMARK	Caterpillar	CVS Caremark

Companies Included in the 2010 Study



The following U.S. Companies met these criteria and were included in the study:

Dean Foods	Gap	Huntington Bank	Macy's, Inc.
Deere & Co.	Geico	IBM	Manpower Inc.
Dell	General Dynamics	ING	Marathon Oil
Delta Air Lines	General Electric	Intel	Marriott International
DirectTV Group	General Mills	JC Penney	Mattel, Inc.
DISH Network	General Motors	JetBlue Airways	McDonald's
Dow Chemical	GMAC	Johnson & Johnson	McKesson Corporation
Dunkin' Brands, Inc.	Goldman Sachs	JPMorgan Chase	Medco Health Solutions
DuPont	Goodyear	Kaiser Permanente	Medtronic
Eastman Kodak	Google	Kellogg	Meijer
eBay	Green Mountain Coffee Roasters	KeyBank	Merck
Eli Lilly	Halliburton	Kimberly-Clark Corporation	MetLife
Exelon	Harris Bank	Kohl's	Microsoft
Express Scripts	Hershey Company	KPMG	MillerCoors
Exxonmobil	Hess	Kraft Foods Inc.	Morgan Stanley
Fannie Mae <small>(Federal National Mortgage Association)</small>	Hewlett-Packard	Kroger	Motorola
FedEx	HJ Heinz	Levi Strauss & Co.	Nationwide
Fidelity Investments	Home Depot	Liberty Mutual Insurance	New Balance
Fifth Third Bank	Honda	Lockheed Martin	New York Community Bank
Ford	Honeywell International	Lowe's Home Improvement	New York Life Insurance Company
FPL GROUP <small>(Florida Power & Light)</small>	HSBC	M&I Bank - Marshall & Ilsley Corporation	News Corporation
Freddie Mac <small>(Federal Home Loan Mortgage Corporation)</small>	Humana	M&T Bank	Nike, Inc.

Companies Included in the Study



The following U.S. Companies met these criteria and were included in the study:

Nordstrom	SC Johnson	TIAA-CREF	Viacom Inc.
Northrop Grumman	Sears Holdings	Timberland Company	Volvo Group
Northwest Airlines	Southern Company	Time Warner	Walgreen
Office Depot	Southwest Airlines	TJX Companies	Wal-Mart
Oppenheimer Funds, Inc.	Sprint Nextel	T-Mobile	WellPoint
Oracle	Staples	Toyota	Wells Fargo
PepsiCo	Starbucks Coffee Company	Toys 'R' Us	Whirlpool
Pfizer	Starwoods Hotels	Travelers	Xerox
PNC	State Farm Insurance	Tyco International Ltd.	Yahoo!
PriceWaterhouseCoopers	Sunoco	Tyson Foods	Zions Bank
Procter & Gamble	SunTrust Banks	UAL - United Airlines	
Progressive	Supervalu	Unilever	
Prudential	Symantec	Union Bank	
Publix Super Markets Inc.	T. Rowe Price	United Technologies	
Raytheon	Target	UnitedHealth Group	
RBC Bank	TD Bank	UPS	
Reebok	Texas Instruments	US Airways Group	
Regions	The Bank of New York Mellon Corporation	US Bancorp	
Rite Aid	The Coca-Cola Company	US Bank	
Safeway	The Hartford Financial Services Group	US Postal Service	
Samsung Electronics	The McGraw-Hill Companies	Valero Energy	
Sara Lee	The Walt Disney Company	Verizon Communications	