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FOR IMMEDIATE RELEASE

TRUST ACROSS AMERICA NAMES MOST TRUSTWORTHY PUBLIC COMPANIES 2013

[Trust Across America™](#) (TAA) global leaders in organizational trust today announced the results of its fourth annual study of over 2000 US based public companies, naming Manpower Group as the Most Trustworthy Public Company for 2013. Barbara Kimmel, Executive Director states: “We are pleased to see Manpower top this year’s list. The company has historically received [similar recognition](#) and we are hopeful that the CEO transition on May 1 will not impact the existing trustworthy culture. Kimmel cautions however, that “as in years past (the 2012 top score was an 82), the 2013 most trustworthy company fared no better, and only 26 companies scored a 70 or above, up from 24 in 2012. While we are disappointed in the ongoing short-term, quarterly earnings focus, we are encouraged by [mounting evidence](#) that long-term profitability need not be sacrificed in organizations choosing to lead with trust. The 2013 top companies represent 9 different industries and are headquartered in 9 states.” Seven of the ten CEO’s (all are men) have held their current position longer than five years, while the average CEO tenure is approximately 4.6 years.

Trust Across America’s 2013 “Top Ten Most Trustworthy Public Companies” are:

- #1 **Manpower Group (MAN)**, human resource consulting firm
- #2 **Hormel Foods (HRL)**, food producer
- #3 **Jones Lang Lasalle (JLL)**, commercial real estate
- #4 **CA Technologies, Inc. (CA)**, computer software
- #5 **The Boeing Company (BA)**, aerospace
- #6 **CBRE Group (CBG)**, commercial real estate
- #7 **Capital One Financial Corporation (COF)**, bank holding company
- #8 **The Sherwin Williams Company (SHW)**, general building materials
- #9 **Lexmark International, Inc. (LXK)**, office equipment
- #10 **Delta Airlines (DAL)**, transportation

In compiling the 2013 list Trust Across America combined three years of historical data from three independent data providers, with respect to five key quantitative indicators of trustworthy business: Financial stability and strength, Accounting conservativeness, Corporate integrity, Transparency, and Sustainability, aptly called FACTS®. Companies are not nominated, nor do they participate in the analysis. The research seeks to identify companies with above average scores in all five FACTS® indicators of trustworthy business. The framework initially conceived and developed in 2008, is “the most holistic and comprehensive trust “health” checkup for public companies,” according to its founders. “It’s all about corporate culture, stated Barbara Kimmel. If CEO’s remain unwilling to place trust in the center of their corporate culture, they are losing out on a tremendous competitive advantage. Trust Across America™ provides key tools to begin the journey including our new book, [Trust, Inc., Strategies for Building Your Company’s Most Valuable Asset.](#)” TAA’s mission is simply to help organizations build trust.

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For more information on this topic, or to schedule an interview with Barbara Kimmel, please call (908) 879-6625 or email barbara@trustacrossamerica.com