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FOR IMMEDIATE RELEASE

**TRUST ACROSS AMERICA NAMES MOST TRUSTWORTHY PUBLIC COMPANIES
BY SECTOR FOR 2011**

Last month, Trust Across America™ (TAA), a think tank dedicated to unraveling the complexities of trustworthy business behavior announced the results of its second annual study of almost 2500 public companies, and named the Top 10 companies for 2011. <http://trustacrossamerica.com/documents/offerings-companies/TopTenTrustworthyCompanies.pdf>

This release identifies the companies ranking highest in each of sixteen sectors.

TOP COMPANIES BY SECTOR (SECTORS PRESENTED ALPHABETICALLY)

Sector	Company Name	Stock Symbol
Aerospace	Aerovironment	AVAV
Auto Tires Trucks	Cummins	CMI
Basic Materials	Temple-Inland	TIN (acquisition in process)
Business Services	Herman Miller	MLHR
Computer & Technology	Advanced Micro Devices	AMD
Conglomerates	United Technologies	UTX
Construction	Weyerhaeuser	WY
Consumer Discretionary	Nike	NKE
Consumer Staples	Smithfield Foods	SFD
Finance	Progressive Corp	PGR
Industrial Products	Nalco Holdings	NLC (acquired 1/2012)
Medical	Allergan	AGN
Oils-Energy	Chevron	CVX
Retail-Wholesale	Gap	GPS
Transportation	Norfolk Southern	NSC
Utilities	Xcel Energy	XEL

According to Barbara Kimmel, Executive Director, “Our 2011 data did not reveal tremendous movement in sector rankings from last year. Utilities once again remained the “most trustworthy” sector while Finance moved from 15th to dead last. Three companies topped their sector for the second year: Cummins, Nike and Progressive Corp.”

The study analyzes five key corporate indicators of trustworthy business behavior: Financial stability and strength, Accounting conservativeness, Corporate integrity, Transparency, and Sustainability, aptly called FACTS™. TAA’s methodology is unique. Data is compiled independently and companies do not participate in the analysis. The framework was conceived and developed in 2008 and is “the most holistic and comprehensive trust “health” checkup for public companies,” according to Kimmel. She believes that “Values-based companies place high priority on trustworthy behavior. Furthermore, industry is not destiny. Even in the least trustworthy sectors, companies like Progressive Corp. are maintaining high scores in low score sectors.”

Trust Across America (TAA) is a program of Next Decade, Inc., an award-winning firm that has been unraveling and simplifying complex subjects for over 20 years. TAA provides a framework for public companies to improve trustworthy business practices through detailed individual company reports, industry and sector analyses, and an index of its data. TAA also provides a variety of media opportunities to highlight companies and leaders exhibiting high levels of trust and integrity.

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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

