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BUSINESSWEEK/INTERBRAND RELEASE ANNUAL RANKING OF THE 100 "BEST GLOBAL BRANDS"

Coca-Cola retains the No. 1 spot; Google, Amazon, and Zara continue strong growth

New York, New York, September 17, 2009—Google, Amazon, and Zara are among this year's top gainers in BusinessWeek and Interbrand's annual ranking of the "Best Global Brands." UBS slipped dramatically down the list, falling 31 places to No. 72, losing 50% of its brand value. Coca-Cola remains the No. 1 brand for the ninth year in a row.

For the ninth consecutive year, BusinessWeek has teamed up with Interbrand, a leading brand consultancy, to publish the ranking of the top 100 global brands by brand value. Amazon, Pepsi, Audi, Panasonic, and Campbell's have all prospered during a challenging year for marketing executives. For the first time, the overall value of the top 100 brands has declined 4.6%, or US $55.472 billion. Seven brands, however, fell right off the list. Among the biggest: Merrill Lynch, which ranked No. 34 last year, and AIG, previously No. 54, after both required emergency assistance from the U.S. government. ING, ranked No. 86 last year, also fell off the list after huge subprime losses. Not surprisingly, big banks and auto brands fared the worst, while food brands benefited as consumers began eating more at home.

The recession has presented brand stewards with the most severe test of their careers. Companies have had to adjust rapidly as consumers reexamine their purchases and rethink brand loyalties. Marketing executives are balancing the temptation to chase short-term gains with discounts and promotions against the risk of cheapening their brands over the long haul. Meanwhile, most have considerably smaller budgets with which to reach their customers.

BusinessWeek's "Best Global Brands" special report is featured in the September 28, 2009 issue, on newsstands Friday, September 18th. Expanded content, including full

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methodology, is available on BusinessWeek.com at www.businessweek.com/go/brand and on Interbrand.com at http://www.thebestglobalbrands.com

About BusinessWeek

BusinessWeek is a global source of essential business insight that inspires leaders to turn ideas into action. Through content, context, and collaboration, BusinessWeek moderates global conversations and moves business professionals forward. Founded in 1929 and published by the McGraw-Hill Companies, BusinessWeek magazine is the market leader, with more than 4.8 million readers each week in 140 countries. Local language editions include Chinese, Thai, and Bahasa Indonesian. Launched in 1994, BusinessWeek.com is the preeminent provider of daily, essential business news, information, and services to business decision-makers. Business Exchange (http://bx.businessweek.com/) is an innovative online offering that aims to better serve the evolving information needs of business professionals.

About Interbrand

Interbrand, the leading brand consultancy, combines the rigorous strategy and analysis of a management consulting practice with the entrepreneurial and creative spirit of branding and design. The company offers a comprehensive array of consulting services that guide clients in the creation, enhancement, maintenance and valuation of their most valuable asset -- their brands. Founded in 1974, Interbrand has offices in over 30 cities in more than 20 countries around the globe and clients from among the most respected businesses. For more information visit the world's only online exchange about branding, produced by Interbrand, at www.brandchannel.com.

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BusinessWeek/Interbrand's Annual Ranking of the Best Global Brands For 2009

Rank	Company	2009 Brand Value $MILLIONS	Percent Change (over 2008)	Country of Ownership	Rank	Company	2009 Brand Value $MILLIONS	Percent Change (over 2008)	Country of Ownership
1	Coca-Cola	68,734	3%	US	51	Wrigley	6,731	10%	US
2	IBM	60,211	2%	US	52	Colgate	6,550	2%	US
3	Microsoft	56,647	-4%	US	53	AXA	6,525	-7%	France
4	GE	47,777	-10%	US	54	MTV	6,523	-9%	US
5	Nokia	34,864	-3%	Finland	55	Volkswagen	6,484	-8%	Germany
6	McDonald's	32,275	4%	US	56	Xerox	6,431	1%	US
7	Google	31,980	25%	US	57	Morgan Stanley	6,399	-26%	US
8	Toyota	31,330	-8%	Japan	58	Nestlé	6,319	13%	Switzerland
9	Intel	30,636	-2%	US	59	Chanel	6,040	-5%	France
10	Disney	28,447	-3%	US	60	Danone	5,960	10%	France
11	Hewlett-Packard	24,096	2%	US	61	KFC	5,722	3%	US
12	Mercedes-Benz	23,867	-7%	Germany	62	Adidas	5,397	6%	Germany
13	Gillette	22,841	4%	US	63	Blackberry	5,138	7%	Canada
14	Cisco	22,030	3%	US	64	Yahoo!	5,111	-7%	US
15	BMW	21,671	-7%	Germany	65	Audi	5,010	-7%	Germany
16	Louis Vuitton	21,120	-2%	France	66	Caterpillar	5,004	-5%	US
17	Marlboro	19,010	-11%	US	67	Avon	4,917	-7%	US
18	Honda	17,803	-7%	Japan	68	Rolex	4,609	-7%	Switzerland
19	Samsung	17,518	-1%	S. Korea	69	Hyundai	4,604	-5%	S. Korea
20	Apple	15,443	12%	US	70	Hermes	4,598	1%	France
21	H&M	15,375	11%	Sweden	71	Kleenex	4,404	-5%	US
22	American Express	14,971	-32%	US	72	UBS	4,370	-50%	Switzerland
23	Pepsi	13,706	3%	US	73	Harley-Davidson	4,337	-43%	US
24	Oracle	13,699	-1%	US	74	Porsche	4,234	-8%	Germany
25	Nescafé	13,317	2%	Switzerland	75	Panasonic	4,225	-1%	Japan
26	Nike	13,179	4%	US	76	Tiffany & Co.	4,000	-5%	US
27	SAP	12,106	-1%	Germany	77	Cartier	3,968	-6%	France
28	Ikea	12,004	10%	Sweden	78	Gap	3,922	-10%	US
29	Sony	11,953	-12%	Japan	79	Pizza Hut	3,876	-5%	US
30	Budweiser	11,833	3%	US	80	Johnson&Johnson	3,847	7%	US
31	UPS	11,594	-8%	US	81	Allianz	3,831	-5%	Germany
32	HSBC	10,510	-20%	Britain	82	Moet & Chandon	3,754	-5%	France
33	Canon	10,441	-4%	Japan	83	BP	3,716	-5%	Britain
34	Kellogg's	10,428	7%	US	84	Smirnoff	3,698	3%	Britain
35	Dell	10,291	-12%	US	85	Duracell	3,563	-3%	US
36	Citi	10,254	-49%	US	86	Nivea	3,557	5%	Germany
37	J.P. Morgan	9,550	-11%	US	87	Prada	3,530	-2%	Italy
38	Goldman Sachs	9,248	-10%	US	88	Ferrari	3,527	0%	Italy
39	Nintendo	9,210	5%	Japan	89	Armani	3,303	-6%	Italy
40	Thomson Reuters	8,434	1%	Canada	90	Starbucks	3,263	-16%	US
41	Gucci	8,182	-1%	Italy	91	Lancome	3,235	N/A	France
42	Philips	8,121	-2%	Netherlands	92	Shell	3,228	-7%	Netherlands
43	Amazon	7,858	22%	US	93	Burger King	3,223	N/A	US
44	L'Oreal	7,748	3%	France	94	Visa	3,170	-5%	US
45	Accenture	7,710	-3%	US	95	Adobe	3,161	N/A	US
46	eBay	7,350	-8%	US	96	Lexus	3,158	-12%	Japan
47	Siemens	7,308	-8%	Germany	97	Puma	3,154	N/A	Germany
48	Heinz	7,244	9%	US	98	Burberry	3,095	N/A	Britain
49	Ford	7,005	-11%	US	99	PoloRalphLauren	3,094	N/A	US
50	Zara	6,789	14%	Spain	100	Campbell's	3,081	N/A	US

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