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INTERBRAND RELEASES 12th ANNUAL BEST GLOBAL BRANDS REPORT

Coca-Cola claims the #1 spot; Luxury brands make a comeback; Biggest-riser Apple enters the Top 10 for the first time

NEW YORK, New York -- October 4, 2011 — Coca-Cola (#1) takes the lead in Interbrand's 2011 Best Global Brands report for the 12th consecutive year. Another brand leader is Apple (#8). With a brand value that increased a staggering 58 percent, Apple is this year's top riser and, for the first time, it sits amongst the top 10 brands listed in Interbrand's report.

Interbrand, a leading brand consultancy, produces its Best Global Brands report based on a unique methodology. The methodology analyzes three key aspects that contribute to a brand's value:

- The financial performance of the branded products or services
- The role of brand in the purchase decision process
- The strength of the brand to continue to secure earnings for a company

2011 OVERVIEW

Due to the volatile markets and uncertain business climate that characterized 2011, brands are in the midst of adapting to a new reality. "Uncertainty is the new status quo, so today's brands need to be quick and nimble," remarked Jez Frampton, Interbrand's Global Chief Executive Officer. "Consistency, relevance and commitment are imperative if a brand is to keep pace in our rapidly changing world."

This year's Top 100 Best Global Brands have demonstrated that, despite an erratic economic landscape, they are constantly flexing, evolving and innovating – all in an effort to meet the new needs of today's consumer. "By refining digital strategies and strengthening social networks, today's most valuable brands are creating more relevant customer engagements. These brands have seized opportunities to host richer, more tailored

experiences, which, in turn, help drive longer-term loyalty and value among consumers and partners alike," noted Frampton.

TECHNOLOGY BRANDS DOMINATE IN 2011

This past year, technology brands continued to show sector-wide growth. Seven of the top 10 brands (IBM, Microsoft, Google, GE, Intel, Apple and Hewlett-Packard), four of the five biggest risers (Apple, Amazon.com, Google and Samsung) and the one of the few new entrants to the Best Global Brands report (HTC, the mobile device maker in Taiwan) all hail from within the tech sector. A few highlights include:

- IBM (#2), one of the foremost global B2B companies, showed a very strong performance this year. This underscores the increasing importance of brand in the B2B space. A strong brand presence is not only crucial to driving sales at the retail cash register, but also in driving business-to-business purchase decisions as well. IBM's performance is also a strong indicator that well-defined corporate strategies, like the company's Smarter Planet business strategy, can become very valuable business assets.
- Amazon.com (#26) has become one of the world's strongest brands in record time jumping 32% in brand value this past year. Much of Amazon's recent success can be directly attributed to its strong sales of the Kindle and e-books. By identifying a consumer need ahead of competitors and quickly developing the technology to meet that need, Amazon managed to create a new revenue stream one that bolstered both its original business model and, correspondingly, its brand value.
- HTC (#98) made its first appearance in Interbrand's Best Global Brands report this year. HTC, a mobile
 device company that recently shifted from B2B to B2C, is focusing on increasing consumer awareness,
 establishing partnerships with more established brands and enhancing its digital brand strategy all of
 which make it a brand to watch in the year ahead.

AUTOMOTIVE BRANDS SHOW RESILIENCY

The past year was marked by remarkable growth in the auto industry, driven primarily by an economic recovery in classic European markets, a resurgence of the US automotive industry and high demand for cars in China.

- Nissan Motor (#90), Japan's second largest carmaker, returns to Interbrand's Best Global Brands report for the first time since 2007. Nissan was able to restock inventories faster than its competitors immediately following the earthquake that devastated Japan last March. In doing so, Nissan proved to be resilient during a difficult time for both the company and its home country -- and managed to increase its brand value as a result.
- Toyota (#11) retains its position as the #1 automotive brand in Interbrand's 2011 report. Like Nissan,
 Toyota exhibited great resiliency by increasing its brand value 6%. Even though Toyota faced both an
 internal crisis (lack of quality control in 2010) and an external crisis (Japan's earthquake in early 2011), the
 company forged ahead by focusing on safety and quality, modifying its leadership structure and
 capitalizing on its world-renown green efforts.

LUXURY BRANDS ON THE RISE

All luxury brands appearing in Interbrand's report were able to increase their respective brand values by striking a delicate balance in 2011: They each leveraged their iconic status and simultaneously engaged new consumers in unique and relevant experiences.

- Corporations such as Louis Vuitton (#18), Gucci (#39), Hermès (#66), Cartier (#70), Tiffany (#73), Armani (#93) and Burberry (#95) all saw their respective brand values increase this year a tremendous business achievement considering the world's tumultuous economic conditions. Each of these luxury brands put a renewed focus on quality, craftsmanship and an increased emphasis on digital brand strategy.
- Most notably, Burberry (#95) increased its brand value by 20%, making the British luxury retailer one of
 the top risers in this year's report. While luxury brands performed well across the board, Burberry bested
 them all by focusing on its core competencies in fashion, digital innovation and global expansion.

FINANCIAL SERVICES' SLOW PATH TO RECOVERY

Following the 2008 financial crisis, certain financial brands continue to struggle – particularly those financial brands based in the US. Legacy banking brands Goldman Sachs (#38), Citi (#42) and Morgan Stanley (#54) saw slight declines in brand value in Interbrand's 2011 report. Certain European-based financial institutions, however, saw brand values climb five percent or more within the past year. Allianz (#67) experienced growth of 9 percent within the European financial services sector, while Spanish banking giant Santander (#68) and Zurich (#94) from Switzerland also showed growth in terms of brand value. Such organizations seemed deeply committed to restoring consumer trust and reestablishing strong business ethics.

Interbrand's full 2011 Best Global Brands report is available (along with expanded content and methodology) on both www.Interbrand.com and www.BestGlobalBrands.com. The report is also available for download to iPads. Developed by Interbrand and powered by PixelMags Inc., the download is available on the iPad App Store.

About Interbrand

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 25 countries, Interbrand's combination of rigorous strategy, analytics and world-class design creativity enables it to assist clients in creating and managing brand value effectively across all touchpoints in all market dynamics. Interbrand is widely recognized for its Best Global Brands report, the definitive guide to the world's most valuable brands. It is also known for having created a broader platform for the discussion on brands in the Webby-award winning website www.brandchannel.com. For more information on Interbrand, visit www.interbrand.com.

About PixelMags, Inc.

PixelMags is an established business that is transforming the future of digital publishing by changing how publishers distribute branded content. PixelMags is a privately held company, with offices located in Los Angeles, London, New Zealand and Australia.



Ranking - Best Global Brands 2011

Rank		Brand		Brand Value (US\$)		
						% Change
2011	2010	Brand	Sector	2011	2010	(Brand Value)
1	1	Coca-Cola	Beverages	71,861	70,452	2%
2	2	IBM	Business Services	69,905	64,727	8%
3	3	Microsoft	Computer Software	59,087	60,895	-3%
4	4	Google	Internet Services	55,317	43,557	27%
5	5	GE	Diversified	42,808	42,808	0%
6	6	McDonald's	Restaurants	35,593	33,578	6%
7	7	Intel	Electronics	35,217	32,015	10%
8	17	Apple	Electronics	33,492	21,143	58%
9	9	Disney	Media	29,018	28,731	1%
10	10	Hewlett-Packard	Electronics	28,479	26,867	6%
11		Toyota	Automotive	27,764	26,192	6%
12	12	Mercedes-Benz	Automotive	27,445	25,179	9%
13		Cisco	Business Services	25,309	23,219	9%
14	_	Nokia	Electronics	25,071	29,495	-15%
15		BMW	Automotive	24,554	22,322	10%
16		Gillette	FMCG	23,997	23,298	3%
17		Samsung	Electronics	23,430	19,491	20%
18		Louis Vuitton	Luxury	23,172	21,860	6%
19		Honda	Automotive	19,431	18,506	5%
20		Oracle	Business Services	17,262	14,881	16%
21		H8M	Apparel	16,459	16,136	2%
22		Pepsi	Beverages	14,590	14,061	4%
23		American Express	Financial Services	14,572	13,944	5%
24		SAP	Business Services	14,542	12,756	14%
25		Nike	Sporting Goods	14,528	13,706	6%
26		Amazon.com	Internet Services	12,758	9,665	32%
27		UPS	Transportation	12,536	11,826	6%
28		J.P. Morgan	Financial Services	12,437	12,314	1%
29		Budweiser Nescafe	Alcohol	12,252	12,252	0%
30 31			Beverages	12,115	12,753	-5%
32		Ikea HSBC	Home Furnishings	11,863	12,487	-5%
33		Canon	Financial Services Electronics	11,792	11,561	2% 2%
34		Kellogg's	FMCG	11,715 11,372	11,485	3%
35		Sony	Electronics	9,880	11,041 11,356	-13%
36		eBay	Internet Services	9,805	8,453	16%
37		Thomson Reuters	Business Services	9,515	8,976	6%
38		Goldman Sachs	Financial Services	9,091	9,372	-3%
39		Gucci	Luxury	8,763	8,346	5%
40		L'Oréal	FMCG	8,699	7,981	9%
41		Philips	Electronics	8,658	8,696	0%
42		Citi	Financial Services	8,620	8,887	-3%
43		Dell	Electronics	8,347	8,880	-6%
44		Zara	Apparel	8,065	7,468	8%
45	-	Accenture	Business Services	8,005	7,481	7%
46		Siemens	Diversified	7,900	7,315	8%
47		Volkswagen	Automotive	7,857	6,892	14%
48	-	Nintendo	Electronics	7,731	8,990	-14%

49	AE	Heinz	FMCG	7,609	7,534	1%
50		Ford	Automotive	7,483	7,195	4%
51		Colgate	FMCG	7,463	6,919	3%
52		Danone	FMCG	6,936	6,363	9%
53		AXA	Financial Services	6,694	6,694	0%
54		Morgan Stanley	Financial Services	6,634	6,911	-4%
55	57		FMCG	6,613	6,548	1%
56		BlackBerry	Electronics	6,424	6,762	-5%
57		Xerox	Electronics	6,414	6,109	5%
58	-	MTV	Media	6,383	6,719	-5%
59		Audi	Automotive	6,171	5,461	13%
60		adidas	Sporting Goods	6,154	5,495	12%
61		Hyundai	Automotive	6,005	5,033	19%
62		KFC	Restaurants	5,902	5,844	1%
63		Sprite	Beverages	5,604	5,777	-3%
64		Caterpillar	Diversified	5,598	4,704	19%
65		Avon	FMCG	5,376	5,072	6%
66	-	Hermès	Luxury	5,356	4,782	12%
67	67	Allianz	Financial Services	5,345	4,904	9%
68	68	Santander	Financial Services	5,088	4,846	5%
69	73	Panasonic	Electronics	5,047	4,351	16%
70	77	Cartier	Luxury	4,781	4,052	18%
71	71	Kleenex	FMCG	4,672	4,536	3%
72	72	Porsche	Automotive	4,580	4,404	4%
73	76	Tiffany & Co.	Luxury	4,498	4,127	9%
74	81	Shell	Energy	4,483	4,003	12%
75	82	Visa	Financial Services	4,478	3,998	12%
76	66	Yahoo!	Internet Services	4,413	4,958	-11%
77	79	Moët & Chandon	Alcohol	4,383	4,021	9%
78	78	Jack Daniel's	Alcohol	4,319	4,036	7%
79		Barclays	Financial Services	4,259	4,218	1%
80		Adobe	Computer Software	4,170	3,626	15%
81		Pizza Hut	Restaurants	4,092	3,973	3%
82		Credit Suisse	Financial Services	4,090	4,010	2%
83		Johnson & Johnson	FMCG	4,072	4,155	-2%
84		Gap	Apparel	4,040	3,961	2%
85		3M	Diversified	3,945	3,586	10%
86		Corona	Alcohol	3,924	3,847	2%
87		Nivea	FMCG	3,883	3,734	4%
88		Johnnie Walker	Alcohol	3,842	3,557	8%
89		Smirnoff	Alcohol	3,841	3,624	6%
90		Nissan	Automotive	3,819	N/A	N/A
91		Heineken	Alcohol Figure 1 Consists	3,809	3,516	8%
92 93		UBS Armani	Financial Services	3,799 3,794	3,812	0% 10%
93		Zurich	Luxury Financial Services		3,443	8%
95		Burberry	Luxury	3,769	3,496	20%
95 96		Starbucks	Restaurants	3,732 3,663	3,110 3,339	10%
97		John Deere	Diversified	3,651	N/A	N/A
98		HTC	Electronics	3,605	N/A	N/A
99		Ferrari	Automotive	3,591	3,562	1%
100		Harley-Davidson	Automotive	3,512	3,281	7%
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