



Top and Bottom-Ranked Companies 2010 Rittenhouse Rankings CEO Candor Survey™

High rankings indicate CEO letters distinguished for candid and comprehensive disclosure; low-ranked companies are noted for incomplete reporting, confusion and excessive jargon.

Top-Ranked		Bottom-Ranked	
Rank	Company	Rank	Company
1	Sherwin-Williams	98	Humana
2	Honeywell	97	AIG
3	Costco	96	L'Oreal
4	DuPont	95	Chevron
5	Ford Motor	94	Bank of America
6	Loews	93	Motorola
7	Netflix	92	Target
8	General Mills	91	Merck
9	Amazon.com	90	Wal-Mart
10	Xerox	89	Cisco Systems