



Top and Bottom-Ranked Companies 2009 Rittenhouse Rankings CEO CandorSM 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	Edison International	94	Humana
2	Novartis	93	Citigroup
3	Lowe's	92	Motorola
4	General Mills	91	PepsiCo
5	Sherwin-Williams	90	eBay
6	Costco	89	ConAgra
7	Ford Motor	88	L'Oreal
8	BNSF	87	Coca-Cola
9	ConocoPhillips	86	Lockheed Martin
10	Pfizer	85	AIG