

Forbes has published its list of the World's Most Valuable Brands. United Way is the only nonprofit to make the Top 50, ranking 26th between Verizon and Nintendo. The article can be found here: <http://www.forbes.com/2010/07/28/applegoogle-microsoft-ibm-nike-disney-bmw-forbes-cmo-network-most-valuable-brands.html>, with a version appearing in the August 30 print edition. United Way is discussed on page two of the article, which highlights our system transformation. (We've already contacted the reporter about our new name and correct worldwide totals.) Since the rankings are available only by clicking through a slide show on the Forbes site, included here is the full list. You may remember that Interbrand conducted a valuation of United Way in 2002 that valued our brand at \$34.7 billion. While employing similar brand valuation methodology, this study values our brand at \$14.3 billion. We believe this is largely because Forbes projects out three years, rather than the seven years projected by Interbrand. In the Interbrand study, United Way was valued but not listed on the official list of rankings because of the different business models for the non-profit and corporate sectors. This Forbes study marks the first time nonprofits have been included on the list with business brands, and United Way is the only one making the Top 50  
The full list follows. Thank you.  
Sal

## **The World's Most Valuable Brands Forbes, 2010**

### **Company Brand Value**

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| 1. Apple \$ 57.4 billion            | 26. <b>United Way \$ 14.3 billion</b> |
| 2. Microsoft \$ 56.6 billion        | 27. Nintendo \$ 14.2 billion          |
| 3. Coca Cola \$ 55.4 billion        | 28. Budweiser \$ 14.1 billion         |
| 4. IBM \$ 43.0 billion              | 29. Nescafe \$ 14.1 billion           |
| 5. Google \$ 39.7 billion           | 30. SAP \$ 14.1 billion               |
| 6. McDonald's \$ 35.9 billion       | 31. Nike \$ 13.5 billion              |
| 7. General Electric \$ 33.7 billion | 32. American Express \$ 13.0 billion  |
| 8. Marlboro \$ 29.1 billion         | 33. Samsung \$ 12.8 billion           |
| 9. Intel \$ 28.6 billion            | 34. L'Oreal \$ 12.1 billion           |
| 10. Nokia \$ 27.4 billion           | 35. HSBC \$ 12.0 billion              |
| 11. Toyota \$ 24.1 billion          | 36. Blackberry \$ 11.7 billion        |
| 12. Cisco \$ 23.9 billion           | 37. IKEA \$ 11.2 billion              |
| 13. Vodafone \$ 23.5 billion        | 38. Frito-Lay \$ 11.1 billion         |
| 14. Hewlett Packard \$ 23.4 billion | 39. Canon \$ 10.9 billion             |
| 15. AT & T \$ 22.0 billion          | 40. Wells Fargo \$ 10.7 billion       |
| 16. BMW \$ 19.9 billion             | 41. Kellogg's \$ 10.6 billion         |
| 17. Oracle \$ 19.8 billion          | 42. J P Morgan Chase \$ 10.5 billion  |
| 18. Louis Vuitton \$ 19.0 billion   | 43. UPS \$ 10.2 billion               |
| 19. Mercedes \$ 18.8 billion        | 44. Bank of America \$ 10.0 billion   |
| 20. Disney \$ 18.5 billion          | 45. Goldman Sachs \$ 9.4 billion      |
| 21. Gillette \$ 18.0 billion        | 46. Dell \$ 9.3 billion               |
| 22. Honda \$ 17.5 billion           | 47. H & M \$ 9.1 billion              |
| 23. Walmart \$ 17.2 billion         | 48. ESPN \$ 9.0 billion               |
| 24. Pepsi \$ 15.7 billion           | 49. eBay \$ 8.9 billion               |
| 25. Verizon \$ 15.5 billion         | 50. Gucci \$ 8.6 billion              |

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