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**NELSON MANDELA, ROGER FEDERER, BILL GATES, WARREN BUFFETT AND
RICHARD BRANSON ARE THE WORLD'S MOST VISIBLE LEADERS AND PUBLIC
PERSONALITIES ACCORDING TO A NEW STUDY BY REPUTATION INSTITUTE**

NEW YORK, September 14, 2011 – South Africa's Nelson Mandela topped the list with tennis champion, Roger Federer, second on the 2011 Leader RepTrak™, a new global study of the general public, developed by [Reputation Institute](http://ReputationInstitute.com) to assess the reputations of the world's most visible leaders and public personalities in politics, business, culture and sports. Reputation Institute created a list of 54 of the world's most visible leaders and public personalities in politics, business, culture, and sports. 51,055 members of the general public in 25 countries were asked to assess these individuals using Reputation Institute's RepTrak™ Pulse to measure their reputation on a 0-100 point scale based on four attributes: The degree to which a person is liked, respected, admired, and trusted. The sample of respondents was balanced to each country's population on age, gender, and region. Fielding took place in April-May 2011 and was powered by SSI International.

Mandela's powerful story of offender to beloved first president of South Africa has made him a symbol of the worldwide struggle against injustice and a continuing source of inspiration to people the world over. The number two ranking of Federer, the 5-time US Open tennis champion, has him admired as much for his on-court results as for his off-court charitable efforts. Like Mandela, Federer has a well-known passion for South Africa and its people, due no doubt to his mother's heritage. Business visionaries ranked high on the list, and includes the philanthropic duo of Gates and Buffet, the entrepreneurial duo of Branson and Jobs, and India's Ratan Tata. Social entrepreneurs Oprah Winfrey and Bono regularly call public attention to global causes for which they earn high praise from the public.

At the other extreme, the public gave its weakest ratings to leaders deemed "anti-democratic." Kim Jong-Il, the North Korean dictator, took last place in the study. Many western Politicians also rated poorly with the public. In contrast to Federer, trophy-rich golfer Tiger Woods, once the darling of the media, sits near the end of the list.

"The results of Reputation Institute's study confirm that people respect leaders that participate in philanthropic activities outside of their own celebrity. The public's top two on our list, Mandela and Federer, have emotional ties to South Africa, and donate both time and money to the betterment of the region and its people. They get praise for their efforts," says Reputation Institute Chairman, Dr. Charles Fombrun.

The results of the study are comparable by gender, age, and region, with minor differences. Older respondents tend to be more critical, as are Latin Americans. Men and women generally rate public personalities similarly, with minor exceptions: Men favor sports figures more so than women (who were especially critical of Tiger Woods); women find corporate leaders more appealing than do men; they also tend to rate female leaders more harshly than men. Perhaps the broadest lesson from the study is that the public tends to be critical of leaders.

About the 2011 Leader RepTrak™ Study

Reputation Institute created a list of 54 of the world’s most visible leaders and public personalities in politics, business, culture, and sports. 51,055 members of the general public in 25 countries were asked to assess these individuals using Reputation Institute’s RepTrak™ Pulse to measure their reputation on a 0-100 point scale based on four attributes: The degree to which a person is liked, respected, admired, and trusted. The sample of respondents was balanced to each country’s population on age, gender, and region. Fielding took place in April-May 2011 and was powered by SSI International.

About Reputation Institute

Reputation Institute is the world’s leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies build better relations with stakeholders. With a presence in 30 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as *Corporate Reputation Review* and *Reputation Intelligence*. Visit ReputationInstitute.com to learn how you can unlock the power of your reputation.

About Survey Sampling International

Survey Sampling International (SSI) is the premier global provider of sampling solutions for survey research. With offices in 15 countries, SSI provides data collection services to more than 1,800 clients, including 48 of the top 50 research organizations.

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The 2011 Leader RepTrak™: Reputations of the World’s Most Visible Leaders and Public Personalities

Rank	Name	Title	Category	RepTrak™ Pulse
1	Nelson Mandela	Former President of South Africa	Politician	78.5
2	Roger Federer	Tennis Player	Athlete	72.1
3	Bill Gates	Founder, Microsoft	Business	71.7
4	Warren Buffett	Chairman, Berkshire Hathaway	Business	69.7
5	Richard Branson	CEO, Virgin Group	Business	68.3
6	Steve Jobs	Founder, Apple Computers	Business	68.3
7	Oprah Winfrey	Entertainer	Entertainer	67.7
8	Bono	Entertainer	Entertainer	67.7
9	Ratan Tata	CEO, Tata Group	Business	66.3
10	Elizabeth II	Queen of the United Kingdom	Royalty	64.9
11	Ban Ki-Moon	Secretary General, United Nations	Politician	64.6
12	Angelina Jolie	Entertainer	Entertainer	64.3
13	Tenzin Gyatso	14th Dalai Lama of Tibet	Religious	64.3
14	Barack Obama	President of USA	Politician	64.0
15	Satoru Iwata	CEO, Nintendo	Business	62.2
16	Derek Jeter	Baseball Player	Athlete	60.6
17	Fred Smith	CEO, FedEx	Business	60.4
18	Jeff Bezos	Founder, Amazon.com	Business	60.0
19	Lakshmi Mittal	CEO, Arcelor Mittal	Business	59.3
20	Mark Zuckerberg	Founder, Facebook	Business	59.1

21	Bernard Arnault	Chairman, LVMH Group	Business	58.7
22	Henning Kagermann	CEO, SAP	Business	58.3
23	Lebron James	Basketball Player	Athlete	58.2
24	David Beckham	Football Player	Athlete	58.0
25	Jeffrey Immelt	CEO, General Electric	Business	58.0
26	Pope Benedict XVI	Head of Roman Catholic Church	Religious	57.9
27	Manmohan Singh	Prime Minister of India	Politician	57.8
28	Albert II	Prince of Monaco	Royalty	55.6
29	Madonna	Entertainer	Entertainer	55.1
30	Fred Goodwin	CEO, Royal Bank of Scotland	Business	54.9
31	Franck Riboud	CEO, Group Danane	Business	54.5
32	Michael O'Leary	CEO, Ryanair Holdings	Business	54.3
33	Jong-Yong Yun	CEO, Samsung Electronics	Business	53.8
34	David Cameron	Prime Minister of United Kingdom	Politician	51.5
35	Jacob Zuma	President of South Africa	Politician	51.1
36	Shimon Perez	President of Israel	Politician	51.0
37	Julian Assange	Founder, WikiLeaks	Business	49.9
38	Rupert Murdoch	CEO, News Corp	Business	48.4
39	Charles	Prince of Wales	Royalty	47.8
40	Bill Clinton	Former President, USA	Politician	47.5
41	Lady Gaga	Entertainer	Entertainer	45.9
42	Felipe Calderon	President of Mexico	Politician	45.7
43	Dmitry Medvedev	President of Russia	Politician	45.2
44	Vladimir Putin	Prime Minister of Russia	Politician	43.0
45	Hu Jintao	President of People's Republic of China	Politician	40.6
46	Nicolas Sarkozy	President of France	Politician	38.9
47	Tiger Woods	Golf Player	Athlete	35.2
48	Robert Mugabe	President of Zimbabwe	Politician	33.2
49	Hugo Chavez	President of Venezuela	Politician	31.8
50	George W. Bush	Former President of USA	Politician	30.2
51	Fidel Castro	Leader of Cuba	Politician	26.7
52	Silvio Berlusconi	Prime Minister of Italy	Politician	26.5
53	Mahmoud Ahmadinejad	President of Iran	Politician	24.9
54	Kim Jong-il	President of North Korea	Politician	11.8

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