



PRESS RELEASE

March 30, 2004

Transparencia Mexicana and Consulta-Mitofsky announce the Mexican Corporate Reputation Index 2004

-- The Mexican Corporate Reputation Index, MECRI, is the first quantitative record that rates the standing of the major corporations operating in the country.

-- The MECRI measures the standing of corporations in eight categories: the relationship of the corporation with its employees, with its customers and suppliers, with the community, with the environment, with its shareholders and partners, with its competitors, with the legislation in force, and its commitment with the development of Mexico.

-- According to the MECRI 2004, the corporations with the best reputation are Grupo Industrial Bimbo (0.90), the Instituto Tecnológico y de Estudios Superiores de Monterrey (0.88), and Cemex (0.86).

Mexico City, March 30, 2004 - On this date, Transparencia Mexicana, a non-governmental organization that faces corruption, and Consulta Mitofsky, an agency that conducts research on public opinion, issue the main results produced by the Mexican Corporate Reputation Index 2004 (MECRI). The MECRI is the first quantitative record that rates the standing of corporations operating in Mexico.

The Mexican Corporate Reputation Index is a tool that helps to identify how corporations open up trade links with customers and suppliers, with shareholders and, in general, how they comply with the legislation in force, and their level of commitment with the development of the country.

The first places in terms of corporate reputation were released in a press briefing this morning. Roy Campos, the chief executive officer of Consulta-Mitofsky, announced the main results produced by the study, as well as the MECRI 2004, these are led by Grupo Industrial Bimbo (0.90), the Instituto Tecnológico y de Estudios Superiores de Monterrey (0.88), Cemex (0.86), Nestlé (0.85), and the Universidad Iberoamericana (0.84).

“The purpose of measuring the standing of corporations —stated Humberto Murrieta, executive chairman of Transparencia Mexicana— is to strengthen the practices that any corporation operating in Mexico should defend: compliance with the legislation in force, observance of workers’ rights, environmental responsibility, and their involvement with the community.”

The MECRI enables to identify the corporations with the best reputation in twelve economy sectors: food industry and non-alcoholic beverages, higher education institutions, automotive industry, pharmaceutical industry, alcohol and tobacco manufacturers, self-service and department stores, public works and construction, financial services, information technology and telecommunications, mass media, tourism and transportation, and energy.



The MECRI measures the perception of qualified informants about the role played by corporations, weighing up how eight features are related to their commitment and responsibility before society in respect of: environmental responsibility; concern for the stake owned by their shareholders, investors, and partners; observance of workers' rights; customers and suppliers service, involvement with the community, nature and quality of their relationship with competitors, compliance with laws and standards in force, and their commitment with the development of Mexico.

This study, that is a pioneering research in Mexico, considered 108 corporations that are currently operating in the country and they are also sales leaders in 12 economy sectors. A series of one-to-one interviews were carried out from November through December 2003. The interviewees were qualified and independent informants: stockbrokers, publicists, economics analysts, financial risk analysts, external auditors, certifiers, civil servants, corporate lawyers, and entrepreneurs.

Best-standing corporations according to the MECRI 2004

CORPORATION		MECRI 2004
1	Grupo Industrial Bimbo	0.90
2	Instituto Tecnológico y de Estudios Superiores de Monterrey	0.88
3	Cemex	0.86
4	Nestlé	0.85
5	Universidad Iberoamericana	0.84
6	Grupo Modelo	0.83
6	Instituto Tecnológico Autónomo de México	0.83
6	Universidad de las Américas, Puebla	0.83
9	Vitro	0.81
9	Coca-Cola FEMSA	0.81
9	Cervecería Cuauhtémoc Moctezuma	0.81

Transparencia Mexicana is a non-governmental organization that faces corruption in Mexico from a comprehensive perspective; it does so through public policies and private stances that transcend political slogans to bring about specific changes, under an institutional frame and a rule-of-law culture in Mexico. TM was established in 1999 as the Mexican Chapter of Transparency International, the global coalition devoted to combating corruption.

Consulta-Mitofsky is a company specialized in market research and public opinion studies. It performs its activities through several measuring instruments that assess the stances, values and characteristics of several population groups. It relies on an extensive experience in the political, social, public, and private sectors. Consulta Mitofsky is made up of professionals in statistics, marketing, sociology, economics, communication, administration, and political analysis.