

Fortune's Most Admired Companies - 2008

- Overall ranking

1. Apple
2. Berkshire Hathaway
- 3. General Electric**
4. Google
5. Toyota Motor
6. Starbucks
7. FedEx
8. Proctor & Gamble
9. Johnson & Johnson
10. Goldman Sachs Group

- Industry ranking - Electronics

- 1. General Electric**
2. Emerson Electric
3. Sony
4. Siemens
5. SPX
6. Royal Philips Electronics
7. Rockwell Automation
8. Samsung Electronics
9. Matsushita Electric
10. Hitachi

Brand GE Ranked 2nd In 2008 BrandZ Study

brandz Top 100 Brand Ranking | 2008

Top 100 Brands



POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%

Access the full report here: <http://www.brandz.com/output/brandz-top-100.aspx>



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[2006 ranking](#)
[2005 ranking](#)
[2004 ranking](#)
[2003 ranking](#)
[2002 ranking](#)

BEST GLOBAL BRANDS

2008 rankings

[Print](#)

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
1	1		United States	Beverages	66,667	2%
2	3		United States	Computer Services	59,031	3%
3	2	Microsoft	United States	Computer Software	59,007	1%
4	4		United States	Diversified	53,086	3%
5	5	NOKIA	Finland	Consumer Electronics	35,942	7%
6	6		Japan	Automotive	34,050	6%
7	7		United States	Computer Hardware	31,261	1%
8	8		United States	Restaurants	31,049	6%
9	9		United States	Media	29,251	0%
10	20		United States	Internet Services	25,590	43%



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BEST GLOBAL BRANDS

2008 rankings

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2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$m)	Change in Brand Value
4	4		United States	Diversified	53,086	3%
21	21		Republic of Korea	Consumer Electronics	17,689	5%
22	New		Sweden	Apparel	13,840	New
23	27		United States	Computer Software	13,831	11%
24	33		United States	Computer Hardware	13,724	24%
25	25		Japan	Consumer Electronics	13,583	5%

Brand GE Delivers Success In Appliances

Major Appliances

TWICE 37
07/07/2008

GE Leads In Major Appliances Floor Presence: IFR

BY ALAN WOLF

NIAGRA FALLS, N.Y. — GE may be trying to shed its major appliance division, but the brand remains a leading white-goods presence on dealer floors.

According to IFR Group, a market research firm based here, GE was either the first- or second-most displayed major brand between January and May in four core product categories.

In refrigeration, GE lead with 17 percent of all display models at retail, followed by Sears' private-label Kenmore brand (16 percent); Whirlpool and Frigidaire (tied at 14 percent); and LG (10 percent).

Whirlpool led in washers with 20 percent of display models, followed by GE at 18 percent, Kenmore at 16 percent, and LG and Maytag tied at 13 percent.

Kenmore dominated the dishwasher category with 19 percent of floor models, followed by GE at 17 percent, Frigidaire at 13 percent, Whirlpool at 12 percent and Maytag at 11 percent.

GE was also tops in range display share with 24 percent of floor space, followed by Kenmore (20 percent), Frigidaire (16 percent), Maytag (10 percent) and Whirlpool (8 percent).

Whirlpool, which owns Maytag, is the

leading major OEM of Kenmore appliances, although Sears has recently been expanding its OEM pool. Sears remains the No. 1 white goods retailer in the United States by a significant margin.

Besides revealing GE's dominant floor position, the results also show a substantial presence by LG, which cracked the Top 5 in refrigerators and washers after only seven years in the U.S. market.

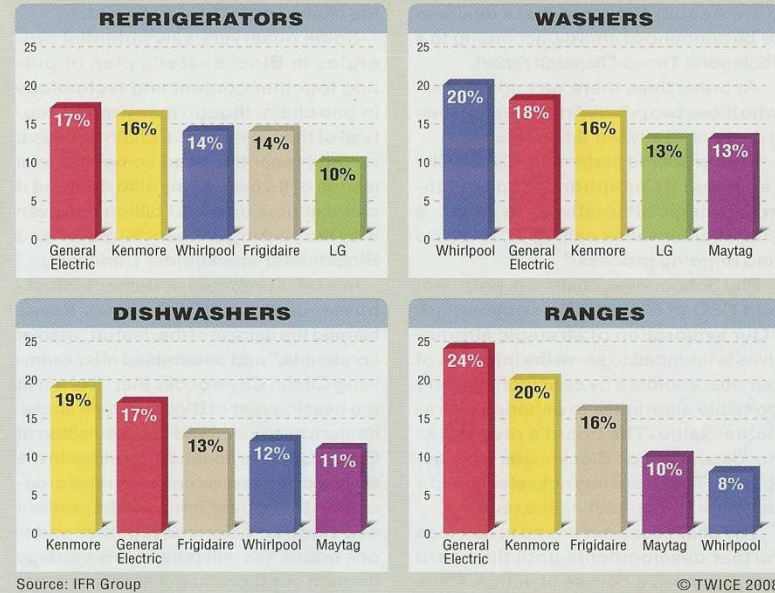
IFR Group's "shelf share" analyses reflect the presence of goods and brands in the market and are designed to capture changes, trend shifts and any abnormalities in the marketplace.

IRF auditors visit more than 30 retail outlets monthly in nine key markets across the United States, monitoring pricing, promotions and placement details on model level for CE, IT and majaps.

Distribution channels include mass-merchant specialty chains and discounters (i.e. Wal-Mart, Target, Best Buy and Circuit City); department stores (i.e. Sears); home improvement chains (i.e. Lowe's and Home Depot), wholesale clubs (i.e. Costco, Sam's Club and BJ's); regional and independent retailers (i.e. P.C. Richard & Son and Sixth Avenue Electronics); and wireless carrier stores

Top Brands Displayed In-Store

(January-May '08)



(i.e. T-Mobile, Sprint and Verizon).
For more information contact IFR at

(905) 374-4596 or visit www.ifrmonitoring.us/index.asp.