

How do I improve my corporate responsibility program's performance? How do I improve my corporate responsibility ranking?

Know how you compare to your peers and how to improve before you spend another dollar on corporate responsibility.

Improve your corporate responsibility performance by getting the data and benchmarks you need to evaluate performance, justify budget and calculate return on investment. Ensure your program stacks up to other organizations in your industry or in your market cap sector. Improve the transparency and visibility of your corporate citizenship to your employees, shareholders and customers.

For the first time ever, you can get the detailed benchmarking data behind the *CR 100 Best Corporate Citizens List* to improve your corporate responsibility programs.

Which companies are rated? Every company in the Russell 1000

For the *100 Best Corporate Citizens List* –the 3rd most sought after ranking for public company CEOs¹ – we always ranked every company in the Russell 1000 but only published the top 100. Now we're making the rankings and the detailed data behind them for all 1,000 companies available to you.

What data will I get? Concise, easy-to-read charts with all the supporting data

This report is your indispensable tool to positively impact your corporate responsibility performance and place on the *CR 100 Best List*. The *CR Benchmark* includes comparative data...

rank	company	ticker	CRO weighted average score	environment	climate change	human rights	philanthropy	employee relations	financial	governance	industry subgroup
4	Washington Inc.	WIC	70.84	17	9	87	239	71	67	132	Pharmaceutical Manufacture and Sale
18	Adams Pharma	APM	81.255	46	11	22	14	74	150	221	Pharmaceuticals
130	YourCompany	YCO	159.63	28	39	441	170	198	308	22	Healthcare - equipment
262	Monroe GmbH	MRG	210.065	60	62	372	284	28	315	478	Pharmaceutical Manufacture and Sale
383	Jackson bvba	JAC	232.895	14	238	224	354	47	469	478	Pharmaceuticals
984	VanBuren Corp	VBC	234.715	25	250	441	165	116	339	355	Pharmaceutical Manufacture and Sale
95	Harrison Companies	HRO	251.69	356	277	441	302	129	24	221	Pharmaceuticals

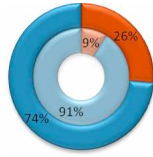
...all the supporting data and numerous deep dives into specific categories....

¹ According to *PR Week and Burson Marsteller*.

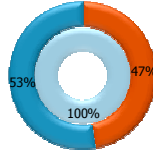
Contacts for more information on the *Corporate Responsibility Benchmark* or CROA Premium Membership
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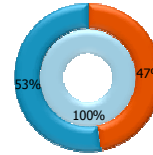
environment disclosure



employee relations disclosure



human rights disclosure



— % of elements disclosed
 — % of elements **not** disclosed
 high score outer circle
 GeneriCorp score inner circle

...plus detailed recommendations on how to improve performance and rankings.

Category	Potential Impact	Summary Recommendation
Climate Change	HIGH	YourCo does not disclose GHG emissions down to the facility level nor does it apply its policies throughout its supply chain... See page 16 for more detail.
Human Rights	Moderate	YourCo discloses half as many Human Rights elements as the peer group leader and is average for the entire group... See page 27 for more detail.
Philanthropy	Moderate	By improving its disclosure of elements related to its foundation...
Employee Relations	Low	To improve ranking in this category YourCo needs to improve disclosures on management team members... See page 67 for detail.

The *CR Benchmark* covers over 370 data points in 7 responsibility categories. It identifies your strengths and weaknesses to give you a roadmap to gain and sustain competitive advantage with multiple stakeholders—investors, customers, competitors, suppliers, lenders, employees, regulators, NGOs, media, communities and governments.

How is the benchmark developed? The transparent *100 Best* Methodology refined over 10 years

The *CR Benchmark* uses your company's publicly-available data, the same data and methodology used to create *CR's 100 Best Corporate Citizens List*, the world's most-respected corporate responsibility ranking. The CRO Association's Methodology Committee, composed of practitioners and experts, vets and updates the methodology, debating every data category, element, and weighting. IW Financial, Inc., the premier provider of Environment, Social, & Governance investor rankings compiles the data. The seven Data Categories for 2010 are:

Environment	Climate Change	Human Rights	Philanthropy	Employee Relations	Financial	Governance
19.50%	16.50%	16.00%	9.00%	19.50%	12.50%	7.00%

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How do I use the benchmarks? To target your investments, improve performance, and raise your ranking

To improve your performance:

- ✓ Benchmark against peers & competitors
- ✓ Compare yourself against the high, low, and average performers in your segment
- ✓ Allocate resources to get the biggest ROI
- ✓ Get recommendations for improvement specific to your company and programs

To improve your ranking:

- ✓ Understand what goes into the methodology
- ✓ Learn what the market values and the relative value of each ranking category
- ✓ See how other companies improved their rankings
- ✓ Ensure you know how to best disclose your company's programs

Where do I get "deep-dive" data on my performance? The detailed benchmark report

You can get the *CR Benchmark*, including all the detailed data and analysis that goes into it. These reports include all the detailed data compiled by IW Financial, the comparative analysis, and recommendations from our research team giving you the deep analysis and data dives you need to make strategic decisions. Reports are available in the modules described below.

What's in the reports? Modules designed for your specific needs

Benchmark data is available in three formats:

Module 1: 100 Best Ranking & Executive Summary

Delves into the overall findings as published in *CR Magazine* including an executive summary with an expanded explanation of the survey and its findings. Module 1 is free to all CROA members.

Module 2: Company Benchmark Report

Benchmarks up to 5 Russell 1000 companies of your choice compared to all others. It is available to CROA Corporate Members for \$9,500 or \$15,500 for non-CROA corporate members and is free of charge for CROA Premium Members.

Module 3: Detailed Performance Report

Compare up to 20 of the Russell 1000 companies of your choice and see how they performed against every other company on each criterion on a named basis. It is available to CROA Corporate Members for \$25,000 or \$9,500 for CROA Premium members (not available for non-members).

How & when do I get the reports? Become a CROA Premium Member or purchase them

The *CR Benchmark Reports* are available immediately following publication of the *100 Best Corporate Citizens List* in February 2010.

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