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### **GCI Mannov comments on golden images**

Malmö, Sweden, May 3, 2005 – *BNY*, the most respected Danish business magazine, has recently published its exclusive annual “golden issue”, ranking the largest Danish companies and their image. GCI Mannov closely collaborates with *BNY* and market research firm IFO on the survey, serving as professional commentator on the results.

This year’s winner is one of GCI Mannov’s clients, pharmaceutical company Novo Nordisk. An important reason for Novo Nordisk’s win is that the company is stronger than any other pharmaceutical company on responsibility.

Together with Steen Thomsen, the leading economic Professor at Copenhagen Business School, GCI Mannov carried out a thorough analysis of the results during the years 1998-2002. The main conclusions are that the most important factors defining an image are financial strength, quality, leadership and credibility.

The survey is carried out among 250 of the largest companies in Denmark, and this year about 1800 top executives have been interviewed, twice as many as last year.

GCI Mannov is also involved in an IR-analysis, where investors rate the same companies’ images. Surprisingly, their ranking differentiates substantially from the companies’ ranking. The results of the image analysis were released at the end of April.

#### **About GCI Group**

GCI Group is a global leader in the public relations industry and operates a thriving healthcare practice whose clients benefit from the firm’s multidisciplinary approach to healthcare public relations. Its success extends across five additional practices, including healthcare, corporate,

consumer, technology, public affairs and media relations. The firm is committed to supporting the business objectives of its clients through superior industry knowledge and measurable solutions. GCI serves a broad base of multinational consumer clients including Bayer, Dell, Forest Laboratories, Merck, Pioneer Electronics, RadioShack, Schick, Sony Ericsson, and Starbucks.

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