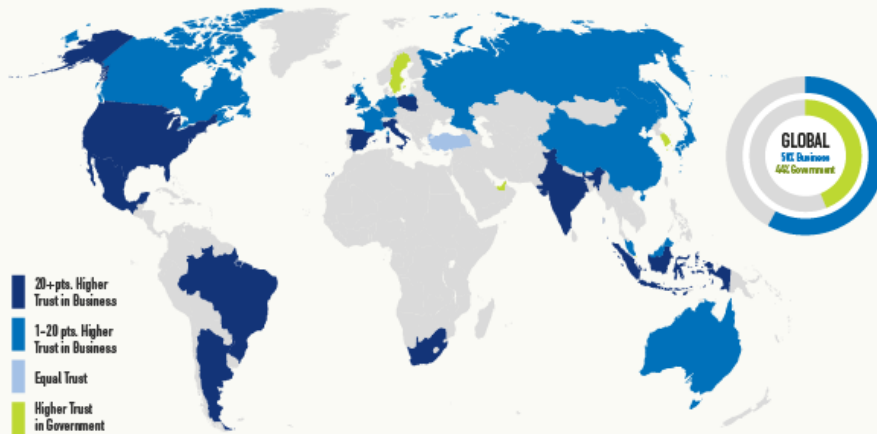
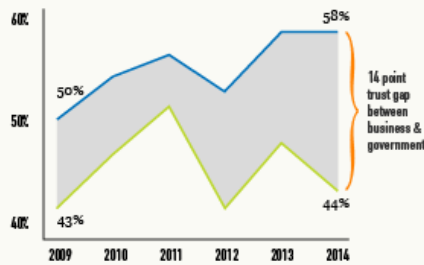


**BUSINESS HAS TRUST ADVANTAGE
OVER GOVERNMENT IN 21 OF 27 MARKETS**



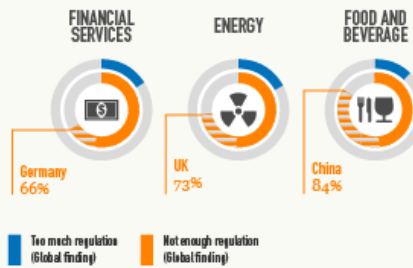
**HISTORIC GAP BETWEEN
BUSINESS & GOVERNMENT TRUST**



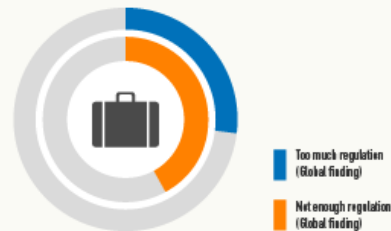
**OVER HALF SEE GOVERNMENT ROLE AS
PROTECTING CONSUMERS FROM BUSINESSES**



**DESIRE FOR REGULATION GREATER IN MARKETS
FACING INDUSTRY-SPECIFIC ISSUES OR DEBATE**



**BY A THREE-TO-ONE MARGIN INFORMED
PUBLICS CALL FOR INCREASED GOVERNMENT
REGULATION OF BUSINESS**



BUSINESS HAS PERMISSION TO PLAY A ROLE IN REGULATION & DEBATE

