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Trust Summit Honors Orange County's Most Reliable and Consistent Brands

*Businesses learn how to build trust and profit from consumer loyalty
at OC METRO's Orange County Trust Summit*

Newport Beach, Calif. (April 5, 2010) – In an age of growing public mistrust, 10 Orange County brands will be honored for the relationships they have built and maintained with their customers and the community at the groundbreaking Orange County Trust Summit on April 19, 2010 at Chapman University. In addition to honoring Orange County's most trustworthy brands, the event put on by OC METRO magazine and The Values Institute at DGWB will explore why these popular brands engender the public's trust more than others and give business leaders the opportunity to meet with experts in values-based marketing and social entrepreneurialism. The Orange County Trust Summit is open to the public and tickets are \$45 with lunch included. Purchase tickets and learn more at www.ocmetro.com/mosttrustworthybrandsevent.

The 10 local brands that ranked the highest in trustworthiness after a six-month scientific study are (listed alphabetically): **California State University, Fullerton; Chapman University; Disneyland Resort; In-N-Out Burger; Los Angeles Angels of Anaheim; Mother's Market & Kitchen; Planned Parenthood; St. Joseph Hospital; Trader Joe's and Vizio.**

The study, ***Most Trustworthy Brands: Orange County Edition™***, was developed by the **Values Institute at DGWB**, an independent think tank at DGWB Advertising & Communications of Santa Ana, and implemented in partnership with Newport Beach-based **Churm Media**. OC METRO magazine pushed and promoted a 20-question online survey measuring five trust-related variables: concern, sincerity, identification, consistency/reliability and ability or competence. Through statistical regression analysis, a weighted average of each brand was created, and the 10 brands with the highest scores made the list.

"The recent failures by Toyota, Tiger Woods and other seemingly invincible brands confirms how fleeting, and influential, trust can be," explained Mike Weisman, co-founder of DGWB and director of the Values Institute. "Now more than ever, public trust is as much an indicator of long-term brand success as product, price and promotion. It's no

longer enough for companies to simply provide good products and services to remain at the top of their industries. They need to cultivate trust-based relationships with their customers and engage them in marketing conversations grounded in shared core values. Our 'Most Trustworthy Brands' work will uncover those locally based companies and brands that have succeeded in doing exactly that."

"Trust has become the secret ingredient to building a sustainable relationship between partners, vendors and, ultimately, customers," says OC METRO Publisher and Churm Media CEO Steve Churm. "We wanted to find the Orange County companies that understand the importance of trust, and learn how and why it has fueled their cultures and successes. What we discovered about how trust forms between brands and customers in the county is truly remarkable."

The April 2010 OC METRO cover story will reveal some of the reasons for the public trust, as gleaned through the research and post-survey interviews with company representatives. Company profiles can also be found at www.ocmetro.com.

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About The Values Institute at DGWB

The Values Institute at DGWB is a division of DGWB Advertising & Communications, Orange County's largest independent ad agency. The wholly separate entity housed at DGWB offices in downtown Santa Ana, Calif., grew out of the agency's more than two decades of work helping *Fortune 500* clients and nonprofits build long-term relationships with their constituents based on common shared values and socially responsible behavior. Founded by DGWB CEO Mike Weisman and Chesley Beaver, the agency's former director of strategic planning turned social psychologist and demographer, the Values Institute is led by a growing advisory board of leaders at academic, nonprofit and for-profit organizations involved in values-based marketing and social entrepreneurialism. For information, contact Mike Weisman directly at (714) 881-2300.

About Churm Media

Churm Media is a leading, regional full-service media company based in Newport Beach, Calif. The privately held company publishes 5 niche consumer magazines and 9 interactive websites serving readers and advertisers in five Southern California counties: Orange, Los Angeles, San Diego, San Bernardino and Riverside. The company prints and distributes more than 400,000 magazines per month, with a total audience, print online and events, of more than 1.5 million readers/ viewers per month. For more information, go to www.churmmedia.com.

About OC METRO

Since 1990, OC METRO has been the primary source of business news and information in Orange County. With a readership of over 261,000 professionals and executives, OC METRO is highly respected by vast audiences for its in-depth reporting and stylish writing. Every month, at more than 1,100 locations throughout Orange County, OC METRO delivers the news active Orange County business people need to be successful and kept up to date. For more information, go to www.ocmetro.com.