



CISCO NAMED AS ONE OF THE “WORLD’S MOST ETHICAL COMPANIES” IN 2010

Award Recognizes Exceptional Ethical Leadership Actively Upheld within Various Industries

Thousands of Companies Evaluated for 2010 Rankings

San Jose, California [March 22, 2010] – Cisco Systems, Inc. (Cisco) has once again been recognized by the Ethisphere Institute as one of the World’s Most Ethical Companies for 2010. Out of a record number of nominations for the award, Cisco secured a hard-earned spot on the list by going the extra mile, implementing upright business practices and initiatives that are instrumental to the company’s success, benefit the community, and raise the bar for ethical standards within the industry.

This is the fourth year Ethisphere, a think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability, has published the WME rankings, which appear in Ethisphere Magazine’s Q1 issue.

Through in-depth research and a multi-step analysis, Ethisphere reviewed thousands of nominations from companies in over 100 countries and 36 industries in order to determine the winners.

A sampling of other winners include Aflac, American Express, Campbell Soup, the Ford Motor Company, General Electric, Google, L’Oréal, Nike, PepsiCo, Starbucks, T-Mobile USA, UPS, Whole Foods Market and Xerox.

The methodology for the WME ranking includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

Read about the methodology and view the complete list of the 2010 World’s Most Ethical Companies at <http://ethisphere.com/wme-2010>.

About Ethisphere Institute

The research-based Ethisphere Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. The Institute’s associated membership group, the Ethisphere Council, is a forum for business ethics that includes more than 200 leading corporations, universities and institutions. The Ethisphere Council is dedicated to the development and advancement of individuals on its membership council through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine, which publishes the globally recognized World’s Most Ethical Companies Ranking™, is the quarterly publication of the Institute. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.org>.