

## Visa Inc. Accolades

Visa Inc. has received numerous accolades in the last 12 months that recognize Visa's leadership as a global payments technology company that connects consumers, businesses, banks and governments.



### 100 Best Global Brands, Interbrand

In September 2010, Visa rose to #82 in its third year of inclusion on the world's 100 most valuable brands compiled by consultancy Interbrand, and published by the *Wall Street Journal*. Interbrand calculated Visa's brand value to be more than \$3.9 billion.



### The InfoTech 100, Bloomberg BusinessWeek

In May 2010, Visa ranked #26 for its accomplishments in IT services in its first year of inclusion on the list of the world's 100 best performing tech companies of 2010.



### BrandZ Top 100 Most Valuable Global Brands, Millward Brown Optimor

Visa ranked #18 on Millward Brown Optimor's BrandZ Top 100 published in the *Financial Times* in April 2010. The list includes the world's most valuable brands measured by their dollar value. Visa moved up 18 spots from its 2009 rank of #36 and was #2 out of the Top 20 Financial Institutions.



### Fortune 500, Fortune

The *Fortune 500* ranks the top 500 public and private U.S. companies by their gross revenue. In April 2010, Visa ranked #326 out of America's largest corporations and #2 within the financial services category. In 2009, Visa ranked #394 overall and #3 within the financial services industry category.



### World's Most Admired Companies, Fortune

The *Fortune* World's Most Admired Companies are determined based on surveys from top executives and financial analysts. In March 2010, Visa ranked #1 in the Consumer Credit Card and Related Services category for the second year in a row.



### World's Most Respected Companies, Barron's

*Barron's* World's Most Respected Companies lists the most highly regarded public companies. In February 2010, Visa ranked #32 on the list of Most Respected Companies.



### All-American Investor Team, Institutional Investor

Visa ranked #10 overall in February 2010 with individual #1 rankings in five areas including first-place CEO and CFO and two first-place spots, one from buy-side analysts and one from sell-side analysts, in the "First Place IR Company."



### TrustR, Millward Brown Optimor

Millward Brown Optimor's TrustR rates the top performing brands based on consumer trust and recommendation. In February 2010, Visa ranked #6 in a list of the 10 most trusted brands in the U.S. and #5 among the 10 most trusted and recommended global brands.

For more information on Visa awards and recognition, please visit [www.corporate.visa.com](http://www.corporate.visa.com).