

News Release

DATE: 9th December 2008

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PRICEWATERHOUSECOOPERS JOINS 'HALL OF FAME' AFTER BEING NAMED A WINNER IN PRESTIGIOUS 2008 GLOBAL KNOWLEDGE AWARDS

Senior executives from some of the world's leading global companies have once again selected PricewaterhouseCoopers as a winner in the Most Admired Knowledge Enterprises (MAKE) study.

The panel of *Fortune* 500 leaders selected PwC in 10th place, ahead of E&Y and in the company of other top 10 winners such as Royal Dutch Shell, Toyota, Apple and Microsoft. Deloitte and KPMG did not feature as winners this year.

As one of only 24 organisations to have been a finalist in each of the past five studies, PwC has a place in the 2008 Global MAKE 'Hall of Fame'. The 20 winners of the 2008 MAKE awards were announced by independent knowledge management and intellectual capital research company, Teleos.

A seven-time winner in the MAKE awards, PwC was specifically recognised for its ability to transform knowledge into value for its clients.

Moira Elms, PwC's global knowledge sponsor, says of the ranking: "Although the climate is tough, PwC has continued to invest and grow its knowledge capabilities; it is a top priority for us.

"We are a knowledge and people business and how we leverage our scale and share knowledge to deliver an exceptional client experience is at the very heart of what we do. Therefore, being chosen a 'most admired knowledge enterprise' by the *Fortune* 500 is a great accolade to the work our people are doing every day in our markets and inside our business."

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Notes to Editor:

To order a copy of the 2008 Global MAKE Report, or for more information on the MAKE research programme, contact Teleos, Tel/fax: +44 1584 878576, E-mail: teleos@mac.com

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