

The 2004 LATINA Style 50 – Special Report

| Company Name | Latina BOD | Latina Sr. Execs/VPs | Top 20% Latina Earners >1% | Mentoring Programs | Women's Task Force | Leadership Training/ Career Counseling | Fast Track Programs | Hispanic Assoc. Health Insurance Coverage > 75% | Flextime | Scholarships for Employees' Children | Profit Sharing | Recruitment through Hispanic Media | Job Retraining | Company Website |
|---|------------|----------------------|----------------------------|--------------------|--------------------|---|---------------------|--|----------|--------------------------------------|----------------|------------------------------------|----------------|-------------------------|
| Aetna, Inc. Hartford, CT | | • | • | • | • | • | • | • | • | • | • | • | • | www.aetna.com |
| AFLAC Inc. Columbus, GA | | | • | • | • | | | • | • | • | • | • | • | www.aflac.com |
| Allstate Insurance Co. Northbrook, IL | | • | • | • | • | | • | • | • | • | • | • | • | www.allstate.com |
| American Airlines, Inc. New York, NY | | | • | • | • | | • | • | • | • | • | • | • | www.aa.com |
| American Express Company New York, NY | | • | • | • | • | • | • | • | • | • | • | • | • | www.americanexpress.com |
| Avon Products, Inc. New York, NY | • | • | • | • | • | • | • | • | • | | • | • | • | www.avon.com |
| Bank of America Corporation Charlotte, NC | | • | • | • | • | • | • | • | • | | • | • | • | www.bankofamerica.com |
| Burlington Northern Santa Fe Railway Company. Fort Worth, TX | • | • | • | • | • | | • | • | • | | • | • | • | www.bnsf.com |
| Cingular Wireless LCC Atlanta, GA | | • | • | • | • | | • | • | | | • | • | • | www.cingular.com |
| Cisco Systems, Inc. San Jose, CA | | • | | • | • | | • | • | • | • | • | • | • | www.cisco.com |
| Citigroup Inc. New York, NY | | • | • | • | • | • | • | • | • | | • | • | • | www.citigroup.com |
| Coca-Cola Company Atlanta, GA | • | • | • | • | • | | • | • | | | • | • | • | www.coca-cola.com |
| Colgate-Palmolive Company New York, NY | | | • | • | • | | • | • | • | • | • | • | • | www.colgate.com |
| Consolidated Edison Company of New York, Inc. New York, NY | • | | | • | • | | • | • | • | | • | • | • | www.coned.com |
| DaimlerChrysler Corporation Auburn Hills, MI | | | • | • | • | | • | • | • | • | • | • | • | www.daimlerchrysler.com |
| Deloitte & Touche USA LLP New York, NY | • | | | • | • | • | • | • | | | • | • | • | www.deloitte.com |
| Eastman Kodak Company Rochester, NY | | • | | • | • | • | • | • | | • | • | • | • | www.kodak.com |
| Fannie Mae Washington, D.C. | | • | • | • | • | | • | • | • | • | • | • | • | www.fanniemae.com |
| Federated Department Stores, Inc. Cincinnati, OH | | • | • | • | • | • | • | • | | • | • | • | • | www.federated-fds.com |
| Ford Motor Company Dearborn, MI | • | | | • | • | | • | • | • | • | • | • | • | www.ford.com |
| Freddie Mac McLean, VA | • | | | • | • | | • | • | | • | | | | www.freddiemac.com |
| General Mills, Inc. Minneapolis, MN. Company of the Year 2004 | • | • | • | • | • | • | • | • | • | | • | • | • | www.generalmills.com |
| General Motors Corporation Detroit, MI | | | | • | • | • | • | • | • | • | • | • | • | www.gm.com |
| IBM Corporation Armonk, NY | | • | | • | • | • | • | • | • | • | • | • | • | www.ibm.com |
| JPMorgan Chase & Co. New York, NY | | • | • | • | • | • | • | • | • | | • | • | • | www.jpmorganchase.com |

The 2004 LATINA Style 50 – Special Report

| Company Name | Latina BOD | Latina Sr. Execs/NPs | Top 20% Latina Wage Earners >1% | Mentoring Programs | Women's Task Force | Leadership Training/ Career Counseling Programs | Fast Track Programs | Hispanic Assoc. Health Insurance | Flextime | Scholarships for Employees' Children | Profit Sharing | Recruitment through Hispanic Media | Job Retraining | Company Website |
|--|------------|----------------------|---------------------------------|--------------------|--------------------|--|---------------------|-------------------------------------|----------|--------------------------------------|----------------|------------------------------------|----------------|---------------------|
| Kellogg Company Battle Creek, MI | • | • | • | • | • | • | • | • | • | • | • | • | • | www.kelloggs.com |
| Knight Ridder, Inc. San Jose, CA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.kri.com |
| Kraft Foods Inc. Northfield, IL | • | • | • | • | • | • | • | • | • | • | • | • | • | www.kraft.com |
| Lucent Technologies Inc. Murray Hill, NJ | • | • | • | • | • | • | • | • | • | • | • | • | • | www.lucent.com |
| Marriott International, Inc. Washington, D.C. | • | • | • | • | • | • | • | • | • | • | • | • | • | www.marriott.com |
| McDonald's Corporation Oak Brook, IL | • | • | • | • | • | • | • | • | • | • | • | • | • | www.mcdonalds.com |
| Merrill Lynch & Co., Inc. New York, NY | • | • | • | • | • | • | • | • | • | • | • | • | • | www.ml.com |
| New York Life Insurance Company New York, NY | • | • | • | • | • | • | • | • | • | • | • | • | • | www.newyorklife.com |
| PacificCare Health Systems Inc. Cypress, CA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.pacificare.com |
| PepsiCo, Inc. Purchase, NY | • | • | • | • | • | • | • | • | • | • | • | • | • | www.pepsico.com |
| PG&E Corporation San Francisco, CA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.pgecorp.com |
| Principal Financial Group, Inc. Des Moines, IA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.principal.com |
| Procter & Gamble Company Cincinnati, OH | • | • | • | • | • | • | • | • | • | • | • | • | • | www.pg.com |
| Prudential Financial, Inc. Newark, NJ | • | • | • | • | • | • | • | • | • | • | • | • | • | www.prudential.com |
| Qwest Communications International, Inc. Denver, CO | • | • | • | • | • | • | • | • | • | • | • | • | • | www.qwest.com |
| SBC Communications Inc. San Antonio, TX | • | • | • | • | • | • | • | • | • | • | • | • | • | www.sbc.com |
| Sears, Roebuck and Co. Hoffman Estates, IL | • | • | • | • | • | • | • | • | • | • | • | • | • | www.sears.com |
| Southern California Edison Company Rosemead, CA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.sce.com |
| State Farm Insurance Companies Bloomington, IL | • | • | • | • | • | • | • | • | • | • | • | • | • | www.statefarm.com |
| Union Pacific Railroad Company Omaha, NE | • | • | • | • | • | • | • | • | • | • | • | • | • | www.uprr.com |
| USAA San Antonio, TX | • | • | • | • | • | • | • | • | • | • | • | • | • | www.usaa.com |
| Verizon Communications, Inc. New York, NY | • | • | • | • | • | • | • | • | • | • | • | • | • | www.verizon.com |
| Wachovia Corporation Charlotte, NC | • | • | • | • | • | • | • | • | • | • | • | • | • | www.wachovia.com |
| Wells Fargo & Company San Francisco, CA | • | • | • | • | • | • | • | • | • | • | • | • | • | www.wellsfargo.com |
| Xerox Corporation Stamford, CT | • | • | • | • | • | • | • | • | • | • | • | • | • | www.xerox.com |

The criteria above are a partial list of the criteria used to evaluate companies for the LATINA Style 50. For more details on the selection process, please visit www.latinastyle.com.