



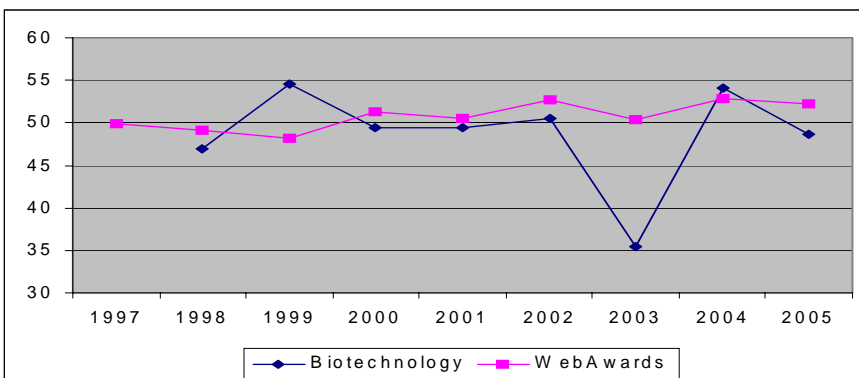
WebAward Internet Standards Assessment Report

Biotechnology Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Biotech</u>	<u>WebAwards</u>
1997		49.9
1998	47	49.1
1999	54.5	48.2
2000	49.5	51.3
2001	49.5	50.5
2002	50.5	52.7
2003	35.5	50.4
2004	54.1	52.9
2005	48.7	52.2

Score out of a possible 70 points

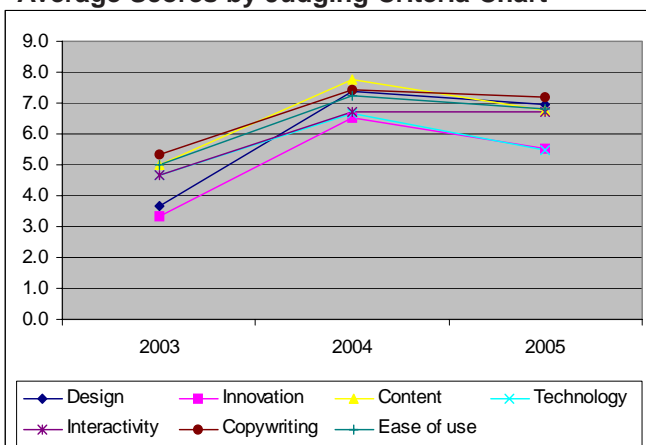


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	3.7	7.4	6.9	6.0
Innovation	3.3	6.5	5.5	5.1
Content	5.0	7.7	6.8	6.5
Technology	4.7	6.7	5.5	5.6
Interactivity	4.7	6.7	6.7	6.0
Copywriting	5.3	7.4	7.2	6.6
Ease of use	5.0	7.2	6.8	6.3

Score out of a possible 10 points

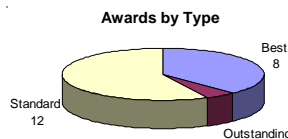
Average Scores by Judging Criteria Chart



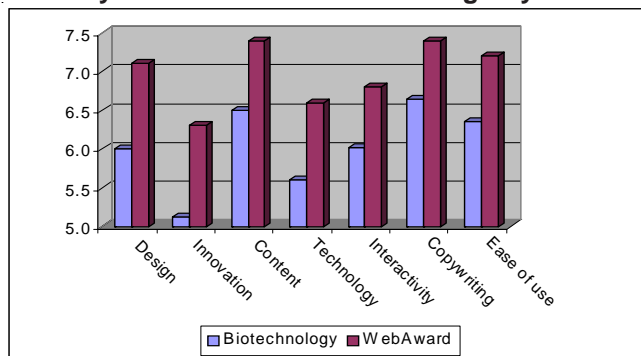
Commentary

Biotech sites were added to the second WebAward program and generally have been in line with the overall ISAR Index other than a dismal showing in 2003. Strengths tend to be content and copywriting as most biotech sites are product information driven. Innovation appears to be generally lacking overall for many biotech Web sites.

Biotech Web sites have significantly underperformed their criteria benchmarks for the past three years. However, this might be attributed to the drastically poor showing for most sites in 2003 which drags down the three-year average.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Risdall Advertising Agency	Hutchinson Technology BioMeasurement Division
2004	Genzyme Corporation / Stellant	Genzyme Web Initiative
2003	Alken-Murray Corporation	Alken-Murray
2002	Hanley-Wood Integrated Marketing	whybiotech.com
2001	Ornico 1to1	Efekto
2000	R/GA	Healthshield
1999	BioSpace.com Inc.	BioSpace.com
1998	Synergistic Media Network Inc.	BioSpace.com

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org