



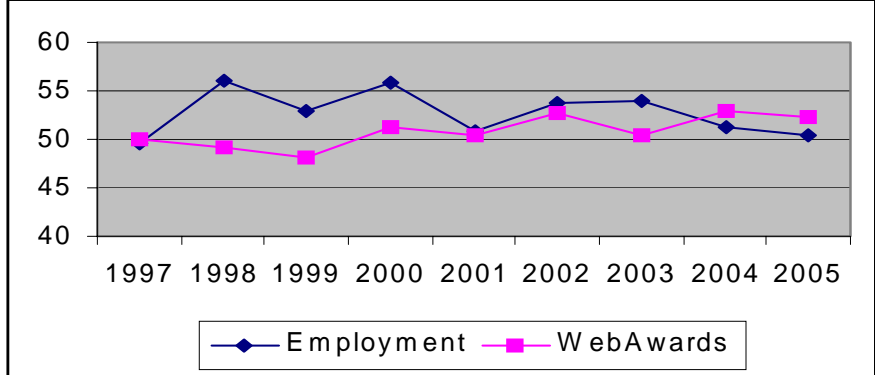
WebAward Internet Standards Assessment Report

Energy Industry Benchmark Results

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

<u>Year</u>	<u>Energy</u>	<u>WebAwards</u>
1997	49.3	49.9
1998	54	49.1
1999	49.8	48.2
2000	52.4	51.3
2001	50.6	50.5
2002	49.9	52.7
2003	44.6	50.4
2004	52.4	52.9
2005	51.3	52.2

Score out of a possible 70 points

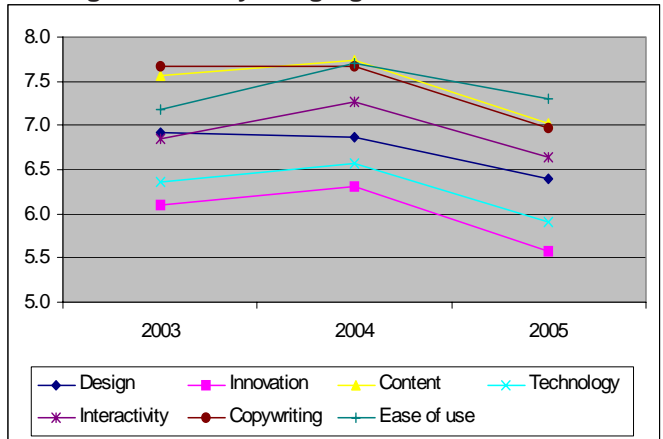


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.9	6.9	6.4	6.7
Innovation	6.1	6.3	5.6	6.0
Content	7.6	7.7	7.0	7.4
Technology	6.4	6.6	5.9	6.3
Interactivity	6.8	7.3	6.6	6.9
Copywriting	7.7	7.7	7.0	7.4
Ease of use	7.2	7.7	7.3	7.4

Score out of a possible 10 points

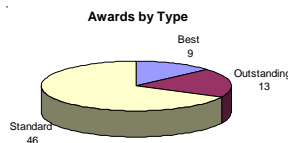
Average Scores by Judging Criteria Chart



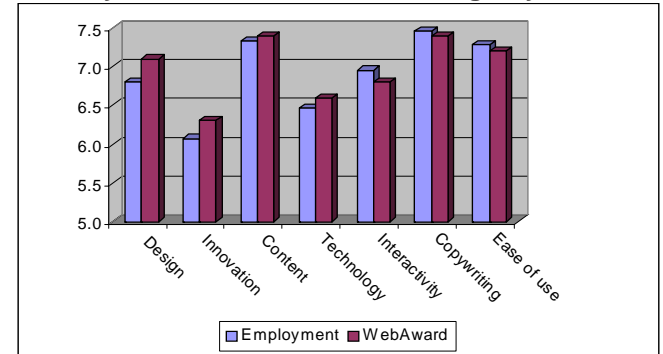
Commentary

Energy Web sites generally exceed the overall ISAR Index for Web development although they have slightly underperformed in each of the last two years. Each of the seven judging criteria is generally in line with overall program averages.

Energy companies and other utilities continue to effectively use the Internet as an efficient customer service channel allowing new and existing customers to process online transactions that once required human intervention



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Macquarium	AGL Resources
2004	Abengoa Bioenergy	Abengoa Bioenergy Corp.
2003	APS	aps.com E-care
2002	Rhino Internet Solutions	Arizona Public Service
2001	TXU Global and AGENCY.COM	TXU Global Internet Web Site
2000	Cole & Weber	betterbricks.com
1999	CITGO Petroleum Corp.	CITGO.com
1998	Yankee Energy System, Inc.	YES Corporate Site
1997	Yankee Energy System, Inc.	yankeegas.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