



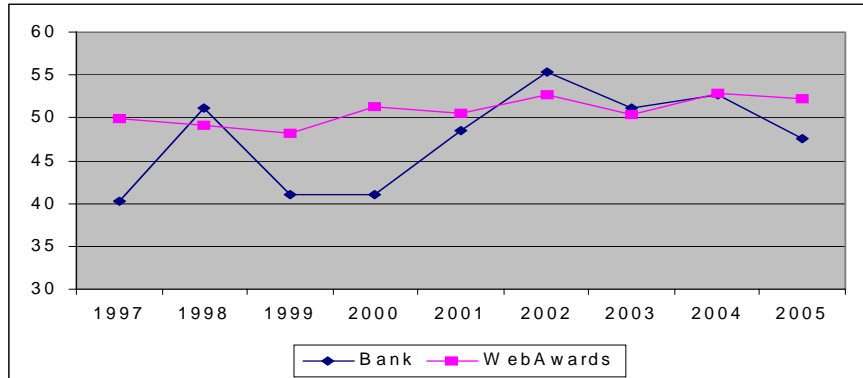
WebAward Internet Standards Assessment Report

Banking Industry Benchmark Results

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

Year	Bank	WebAwards
1997	40.25	49.9
1998	51.2	49.1
1999	41	48.2
2000	41	51.3
2001	48.5	50.5
2002	55.4	52.7
2003	51.2	50.4
2004	52.7	52.9
2005	47.6	52.2

Score out of a possible 70 points

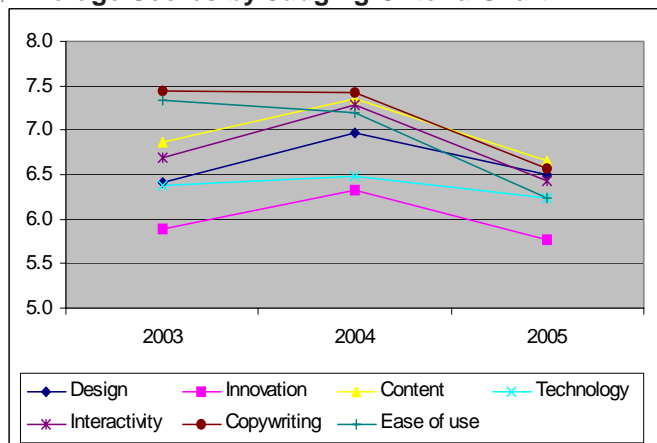


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.4	7.0	6.5	6.6
Innovation	5.9	6.3	5.8	6.0
Content	6.9	7.4	6.7	7.0
Technology	6.4	6.5	6.2	6.4
Interactivity	6.7	7.3	6.4	6.8
Copywriting	7.4	7.4	6.6	7.1
Ease of use	7.3	7.2	6.2	6.9

Score out of a possible 10 points

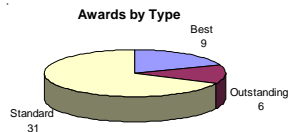
Average Scores by Judging Criteria Chart



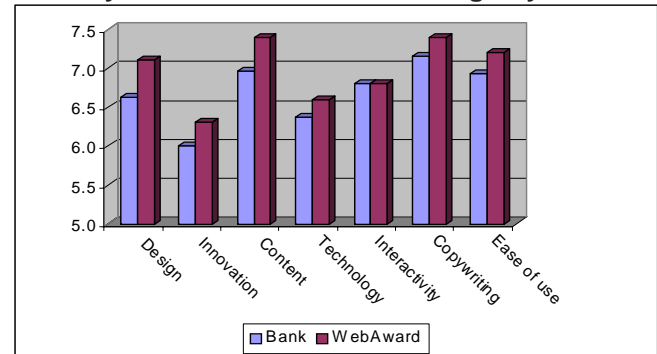
Commentary

Online banking has transformed the banking industry by seamlessly integrating multiple services to customers who might only have had a checking and savings account in the past. Integration with vast legacy systems also slowed down initial Web development.

Surprisingly, the banking industry under performed the overall ISAR Index for five of the nine years analyzed. Banking sites also under performed each of their criteria benchmark in over the past three years. Banking Web sites tend to score low in innovation and use of technology, but they are well written and also score well for interactive features such as online financial calculators.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Agency.com	Sainsburysbank.co.uk
2004	Ion Global Limited	HSBC Card Services HK
2003	Deutsche Bank	Global Cash Management
2002	EnSky Corporation	St. Mary's Bank
2001	Elliance	Dollar Bank Loans Website
2000	Organic, Inc.	WaMu Mortgage
1999	CGN Marketing	Chevy Chase Bank
1998	THINK New Ideas	Online Account Opening
1997	Paramax Productions	NYCE Web Site

About this Report

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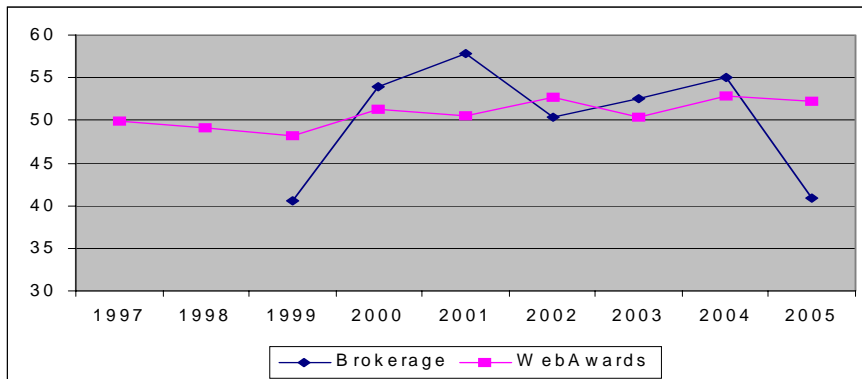
WebAward Internet Standards Assessment Report

Brokerage Industry Benchmark Results

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

Year	Brokerage	WebAwards
1997		49.9
1998		49.1
1999	40.5	48.2
2000	54	51.3
2001	57.8	50.5
2002	50.4	52.7
2003	52.5	50.4
2004	55	52.9
2005	40.9	52.2

Score out of a possible 70 points

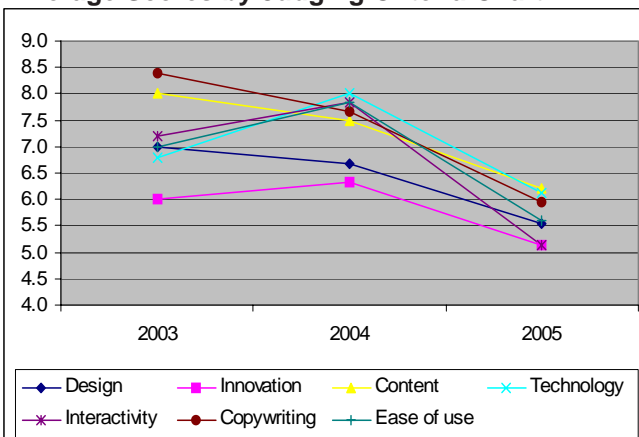


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.0	6.7	5.5	6.4
Innovation	6.0	6.3	5.1	5.8
Content	8.0	7.5	6.2	7.2
Technology	6.8	8.0	6.1	7.0
Interactivity	7.2	7.8	5.1	6.7
Copywriting	8.4	7.7	5.9	7.3
Ease of use	7.0	7.8	5.6	6.8

Score out of a possible 10 points

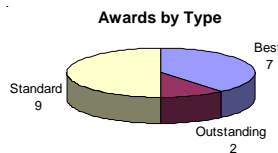
Average Scores by Judging Criteria Chart



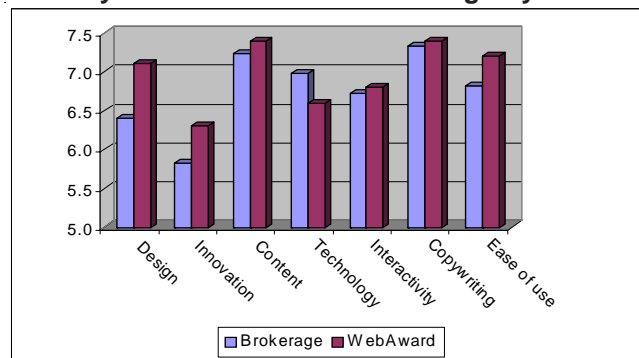
Commentary

Added to the WebAwards in 1999, Brokerage Web sites have generally been in line with the overall ISAR Index, other than its first year and 2005 where they posted dramatic drops on overall scores. This drop off in 2005 might account for the industry underperforming each of its criteria 3-year average benchmarks, except use of technology.

Like most established financial institutions, the brokerage industry had to deal with significant legacy system and "big iron focused IT" issues during its transformation to web-based platforms. This allowed nimble start-ups to establish online footholds and brand recognition with consumers.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Charles Schwab	A Defining Year
2004	Strong E-Commerce Team	Strong Financial
2003	Strong E-Commerce Team	Strong.com
2002	Strong E-Commerce Team	Strong Financial Corporation
2001	Sterling Group	Solomon Smith Barney Young Investors Network
2000	Datek Online Holdings	Datek Online
1999	Channell Communications	Cantor Fitzgerald L.P.

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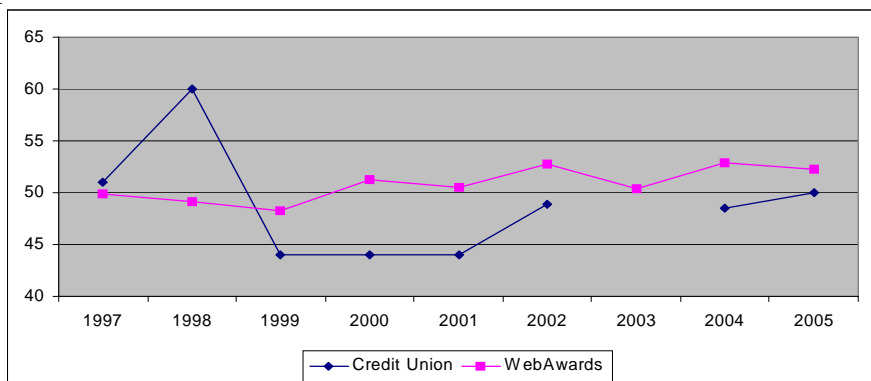
WebAward Internet Standards Assessment Report

Credit Union Industry Benchmark Results

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

<u>Year</u>	<u>CU</u>	<u>WebAwards</u>
1997	51	49.9
1998	60	49.1
1999	44	48.2
2000	44	51.3
2001	44	50.5
2002	48.9	52.7
2003		50.4
2004	48.5	52.9
2005	50	52.2

Score out of a possible 70 points

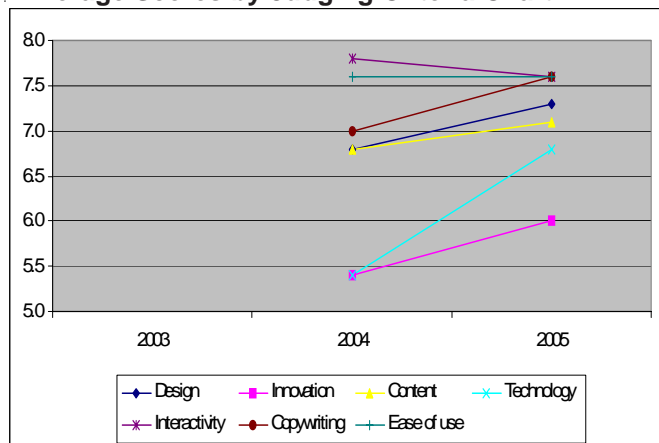


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design		6.8	7.3	7.1
Innovation		5.4	6.0	5.7
Content		6.8	7.1	7.0
Technology		5.4	6.8	6.1
Interactivity		7.8	7.6	7.7
Copywriting		7.0	7.6	7.3
Ease of use		7.6	7.6	7.6

Score out of a possible 10 points

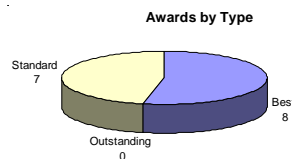
Average Scores by Judging Criteria Chart



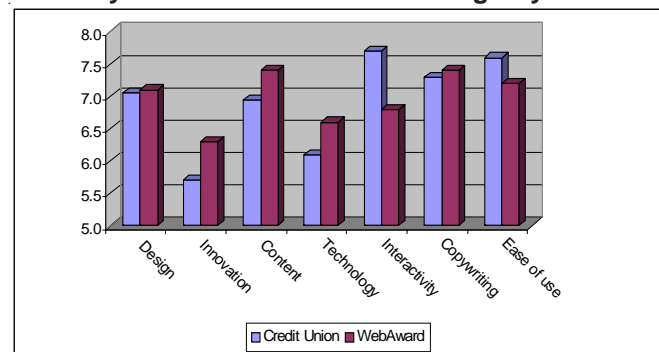
Commentary

Credit union Web sites have consistently underperformed the overall ISAR Index and have not exceeded it since 1998. They have produced above average scores for interactivity and ease of use. No credit union sites were entered in the 2003 WebAwards.

Credit union sites have outperformed the criteria averages for interactivity and ease of use. There have not been any Outstanding WebAwards issued to credit union Web sites to date.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	America First CU	www.americafirst.com
2004	Imirage, Inc	APCI FCU
2002	U.S. Central CU	U.S. Central CU
2001	Santa Clara County FCU	Information Connection
2000	Security Service FCU	Security Service FCU
1999	Engine Interactive, Inc.	Washington State Employees CU
1998	Security Service FCU	Security Service FCU
1997	Hiway FCU	Hiway FCU Web Site

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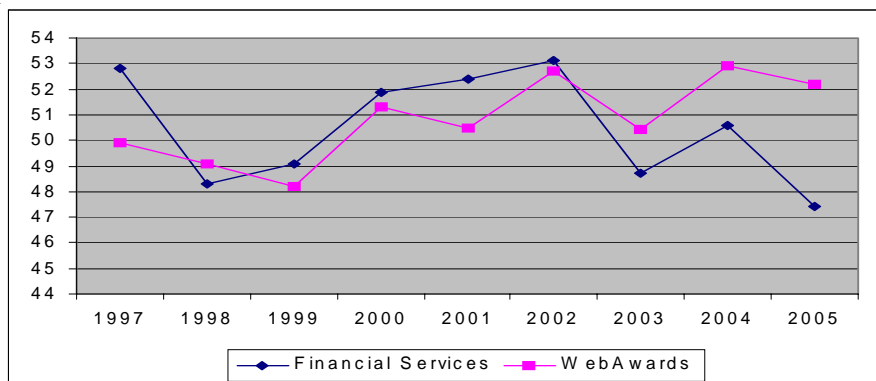
WebAward Internet Standards Assessment Report

Financial Services Industry Benchmark Results

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

<u>Year</u>	<u>Financial Services</u>	<u>WebAwards</u>
1997	52.8	49.9
1998	48.3	49.1
1999	49.1	48.2
2000	51.9	51.3
2001	52.4	50.5
2002	53.1	52.7
2003	48.7	50.4
2004	50.6	52.9
2005	47.4	52.2

Score out of a possible 70 points

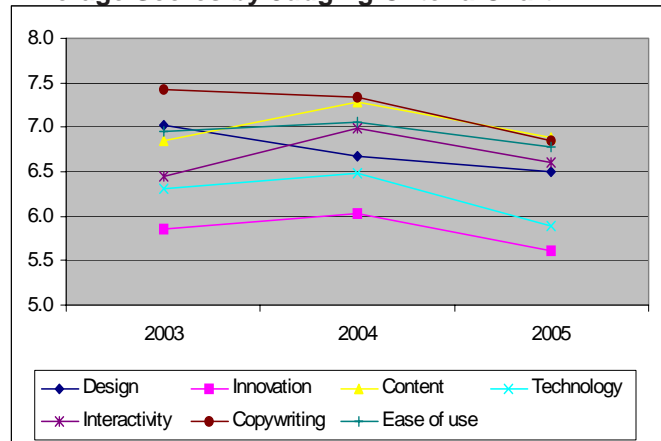


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.0	6.7	6.5	6.7
Innovation	5.8	6.0	5.6	5.8
Content	6.8	7.3	6.9	7.0
Technology	6.3	6.5	5.9	6.2
Interactivity	6.5	7.0	6.6	6.7
Copywriting	7.4	7.3	6.9	7.2
Ease of use	7.0	7.1	6.8	6.9

Score out of a possible 10 points

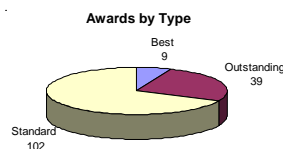
Average Scores by Judging Criteria Chart



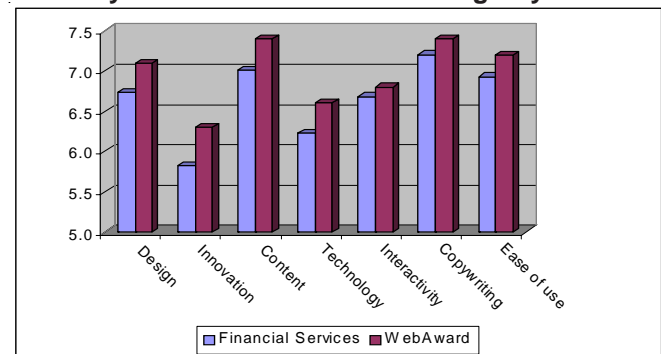
Commentary

Financial services Web sites generally outperformed the ISAR Index prior to 2002, but have fallen below the average for the past three years. Because of this recent disappointing performance, they also lag the 3-year averages for each of the individual judging criteria.

Financial services web sites typically score well in content, copywriting and ease of use, but lag in innovation and use of technology owing to the generally conservative nature of most traditional financial services companies.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Merrill Lynch	Merrill Lynch Gateway
2004	Trancentrix, Inc.	Trancentrix Corporate Payment Solutions Website
2003	CNBC on MSN Money	CNBC on MSN Money
2002	GE Center for Financial Learning	GE Center for Financial Learning
2001	PCQuote.com	Financial Website
2000	Commerce One	Michigan National Bank
1999	SmartMoney.com	SmartMoney.com
1998	Nasdaq	The Nasdaq Stock Market
1997	Bowne Internet solutions	Roney & Co. Web Site

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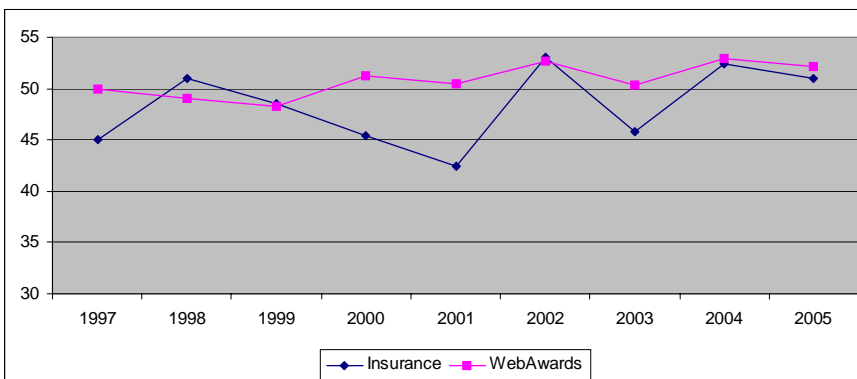
WebAward Internet Standards Assessment Report

Insurance Industry Benchmark Results

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

Year	Insurance	WebAwards
1997	45	49.9
1998	51	49.1
1999	48.5	48.2
2000	45.4	51.3
2001	42.5	50.5
2002	53	52.7
2003	45.8	50.4
2004	52.4	52.9
2005	51	52.2

Score out of a possible 70 points

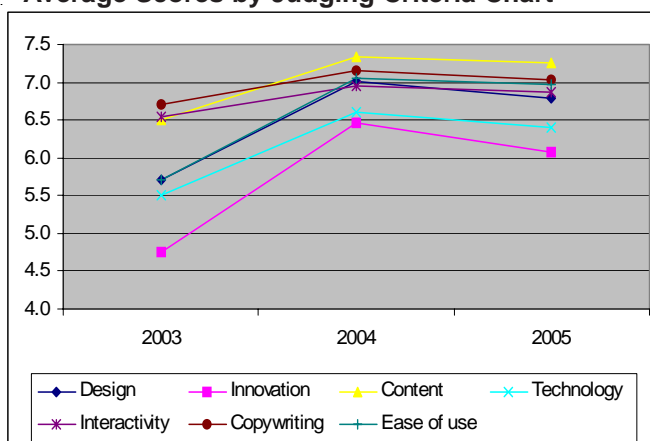


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	5.7	7.0	6.8	6.5
Innovation	4.8	6.5	6.1	5.8
Content	6.5	7.3	7.3	7.0
Technology	5.5	6.6	6.4	6.2
Interactivity	6.6	7.0	6.9	6.8
Copywriting	6.7	7.1	7.0	7.0
Ease of use	5.7	7.1	7.0	6.6

Score out of a possible 10 points

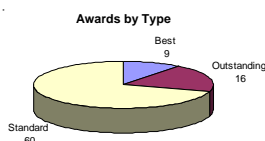
Average Scores by Judging Criteria Chart



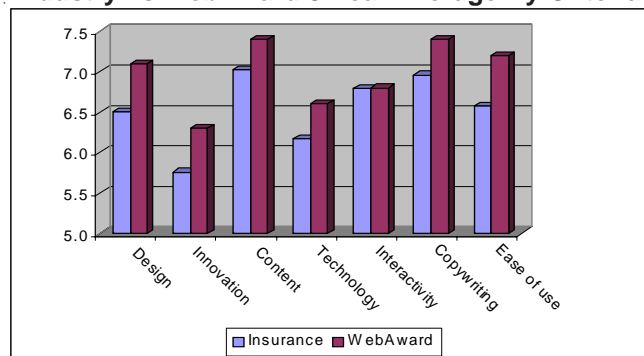
Commentary

The Insurance industry has under performed the overall industry benchmark in six of the past nine years. The under performance also is evident in the 3-year criteria averages where insurance Web sites lag behind the overall averages in every category.

Content and copywriting tend to be the strong suits for insurance Web sites while they lag in innovation due to the conservative nature and risk adverseness of the industry.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Internet Communications	Medical Mutual - Ohio's Get-Well Card TM
2004	GraficalInter.active	Horizon Blue Cross Blue Shield of New Jersey
2003	Empire BlueCross BlueShield	Empire BlueCross BlueShield
2002	Progressive Insurance	progressive.com
2001	Modem Media	John Hancock eVariable Life
2000	BBDS Interactive	Country Companies
1999	AGENCY.COM	AceLimited
1998	Arkwright Mutual Insurance Co.	SmartSite for Managing Risk
1997	Modem Media	jhancock.com/portraitplanning

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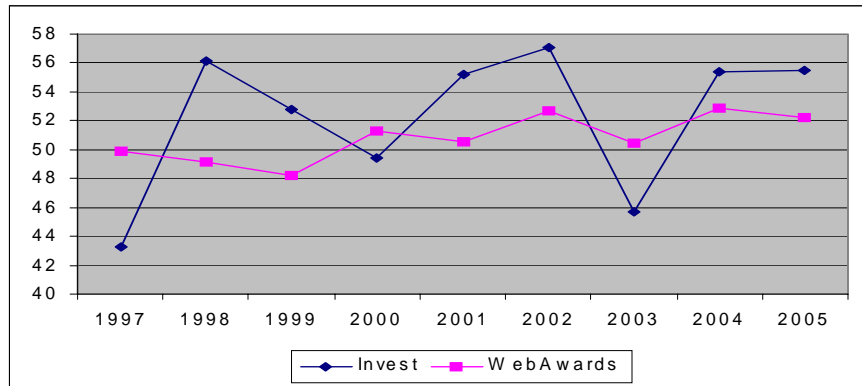
WebAward Internet Standards Assessment Report

Investment Industry Benchmark Results

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

	Invest	WebAwards
1997	43.3	49.9
1998	56.1	49.1
1999	52.8	48.2
2000	49.4	51.3
2001	55.2	50.5
2002	57.1	52.7
2003	45.7	50.4
2004	55.4	52.9
2005	55.5	52.2

Score out of a possible 70 points

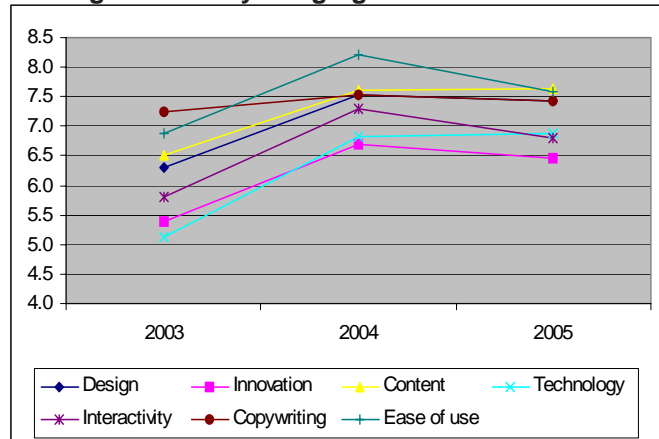


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	6.3	7.5	7.4	7.1
Innovation	5.4	6.7	6.5	6.2
Content	6.5	7.6	7.6	7.2
Technology	5.1	6.8	6.9	6.3
Interactivity	5.8	7.3	6.8	6.6
Copywriting	7.3	7.5	7.4	7.4
Ease of use	6.9	8.2	7.6	7.6

Score out of a possible 10 points

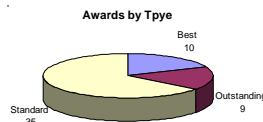
Average Scores by Judging Criteria Chart



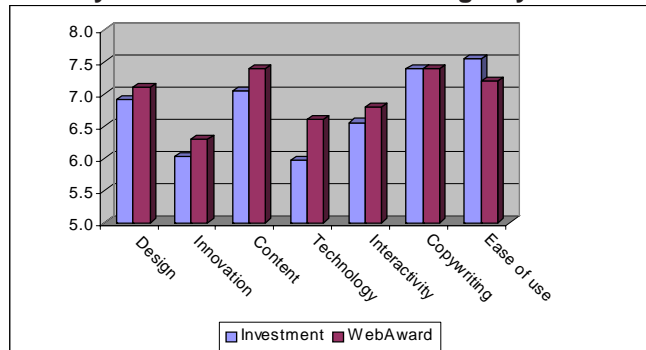
Commentary

The investment industry has the most inconsistent performance for Web development. Beating the overall ISAR Index in six of nine years, investment Web sites significantly under performed their own average in 1997, 2000, and 2003 with the latter year having a significant negative impact on the industries 3-year criteria averages.

Investment Web sites tend to excel in ease of use, copywriting, design, and interactivity. Financial calculators were among the first interactive tools commonly developed for the Internet and they still play a vital roll in helping investors understand their investments.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	BusinessWeek Online	BusinessWeek Online
2004	Allied Capital Corporation	Allied Capital Corporation
2003	Summit Partners	Summit Partners
2002	Frank Russell Company	russell.com
2001	B-Swing, Inc.	E*TRADE Personal Money Manager
2000	Frank Russell Company	Frank Russell Company
1999	Fusive.com	CSFB.COM
1998	Net Technologies, Inc.	Morgan Stanley Dean Witter CMBS
1997	Cohn Godley Norwood	Liberty Financial Young Investor Web site

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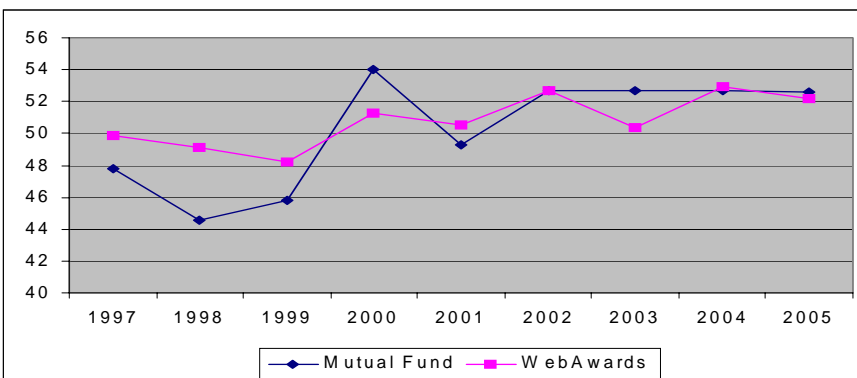
WebAward Internet Standards Assessment Report

Mutual Fund Industry Benchmark Results

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

Year	Funds	WebAwards
1997	47.8	49.9
1998	44.6	49.1
1999	45.8	48.2
2000	54	51.3
2001	49.3	50.5
2002	52.7	52.7
2003	52.7	50.4
2004	52.7	52.9
2005	52.6	52.2

Score out of a possible 70 points

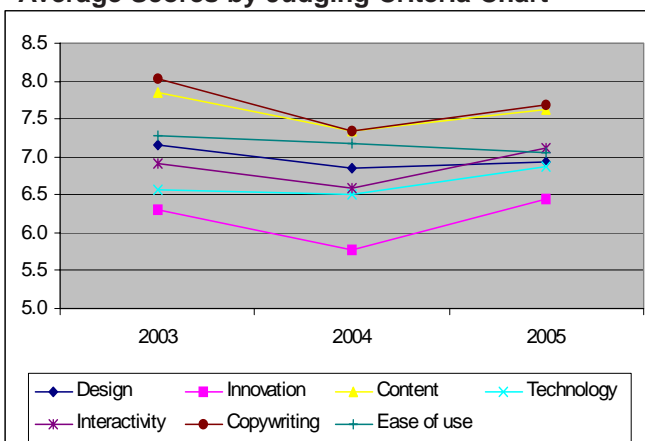


Average Scores by Judging Criteria

	2003	2004	2005	Total
Design	7.2	6.8	6.9	7.0
Innovation	6.3	5.8	6.4	6.2
Content	7.8	7.3	7.6	7.6
Technology	6.6	6.5	6.9	6.7
Interactivity	6.9	6.6	7.1	6.9
Copywriting	8.0	7.3	7.7	7.7
Ease of use	7.3	7.2	7.1	7.2

Score out of a possible 10 points

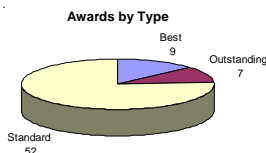
Average Scores by Judging Criteria Chart



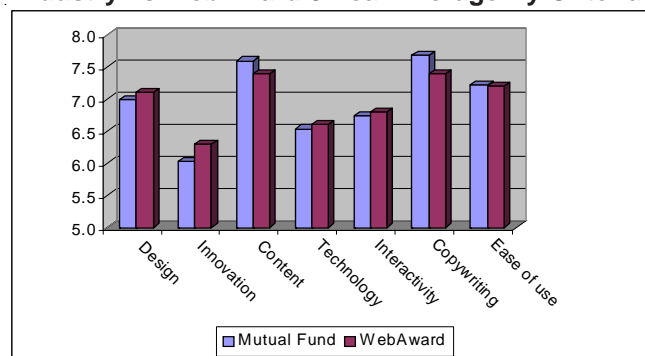
Commentary

Mutual fund Web sites are generally in line with current Web standards of excellence. The sites are generally well designed with well written content. They are slow to adapt to innovation and new technology, usually due to the conservative nature of fund companies, and the strict regulatory environment in which they operate.

The best mutual fund Web sites have up to date commentary and tools to help investors understand their investments and the investment manager's outlook on macro issues as well as the portfolio.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2005	Cohen & Steers	Cohen & Steers Website
2004	bbdigital/SEI Investments	HighMark Funds Website
2003	Barclays Global Investors	iShares.com
2002	Pioneer Investments	pioneerfunds.com
2001	Frank Russell Company	russell.com
2000	Lindner Asset Management	Lindner Funds
1999	Calvert Group	Calvert Group Mutual Funds
1998	Net Technologies, Inc.	New England Funds Web Site
1997	Cohn Godley Norwood	Stein Roe Web Site

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