



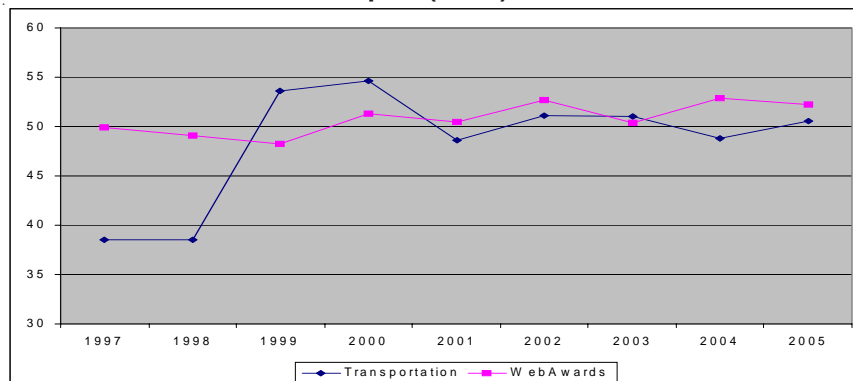
WebAward Internet Standards Assessment Report

Transportation Industry Benchmark Results

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

<u>Year</u>	<u>Trans</u>	<u>WebAwards</u>
1997	38.5	49.9
1998	38.5	49.1
1999	53.6	48.2
2000	54.6	51.3
2001	48.6	50.5
2002	51.1	52.7
2003	51	50.4
2004	48.8	52.9
2005	50.6	52.2

Score out of a possible 70 points

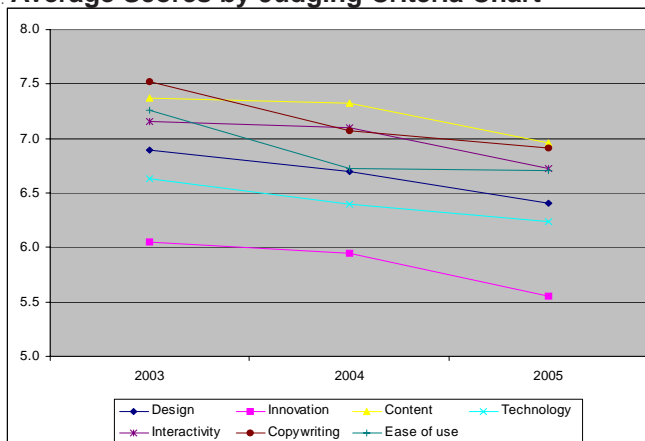


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.9	6.7	6.4	6.7
Innovation	6.1	6.0	5.6	5.9
Content	7.4	7.3	7.0	7.2
Technology	6.6	6.4	6.2	6.4
Interactivity	7.2	7.1	6.7	7.0
Copywriting	7.5	7.1	6.9	7.2
Ease of use	7.3	6.7	6.7	6.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

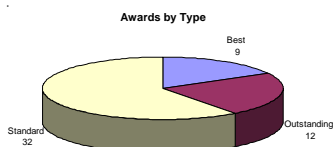


Commentary

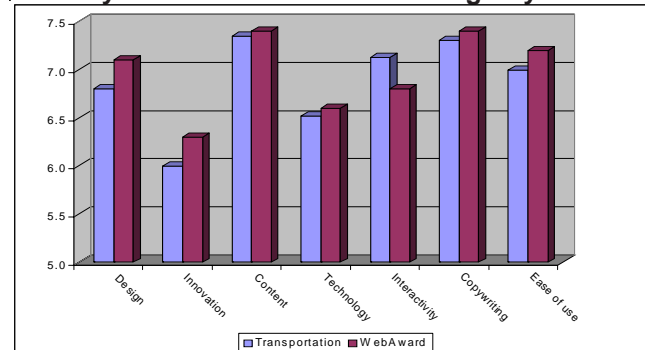
Transportation Web sites have generally been in line with the overall ISAR Index since 2000, but a slight under performance since 2004 has resulted in below average results in each of the 3-year criteria averages other than interactivity.

Transportation Web sites post the strongest scores in content, copywriting, and interactivity.

The Internet has helped to take the transportation industry from a mail room vendor to an indispensable business tool.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	eCourier	ECourier
2004	Onlinefocus	FedEx Identity
2003	IS Solutions	GetMeThere
2002	FedEx InSight Team	FedEx InSight
2001	FedEx	fedex.com
2000	OnlineFocus, Inc.	FedEx.com Single Point of Contact Hub
1999	Aristotle	Jones Harley-Davidson
1998	Virtual1	Moving a - b
1997	BHI Corporation	CGTX Web Site

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