



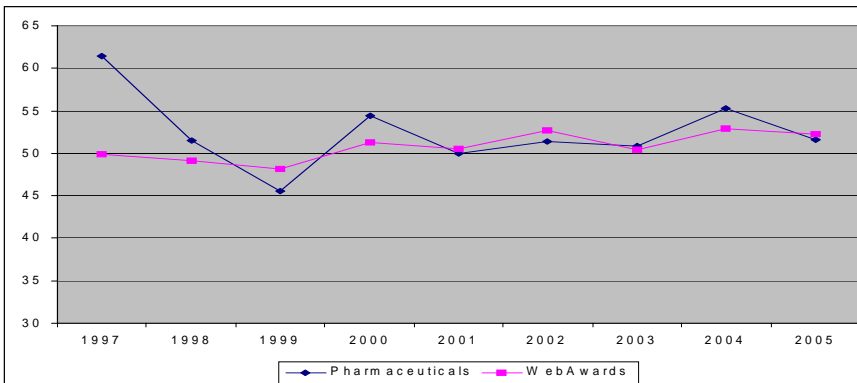
WebAward Internet Standards Assessment Report

Pharmaceuticals Industry Benchmark Results

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

<u>Year</u>	<u>Pharm</u>	<u>WebAwards</u>
1997	61.4	49.9
1998	51.5	49.1
1999	45.6	48.2
2000	54.4	51.3
2001	50	50.5
2002	51.4	52.7
2003	50.9	50.4
2004	55.3	52.9
2005	51.6	52.2

Score out of a possible 70 points

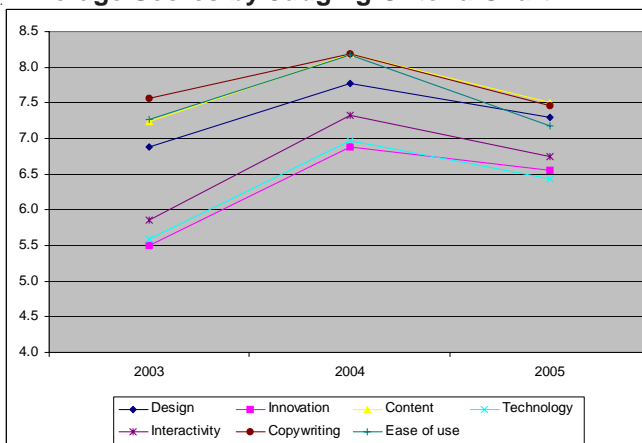


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.9	7.8	7.3	7.3
Innovation	5.5	6.9	6.6	6.3
Content	7.2	8.2	7.5	7.6
Technology	5.6	7.0	6.4	6.3
Interactivity	5.9	7.3	6.7	6.6
Copywriting	7.6	8.2	7.5	7.7
Ease of use	7.3	8.2	7.2	7.5

Score out of a possible 10 points

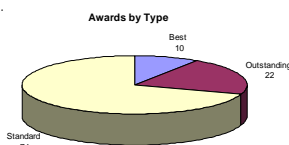
Average Scores by Judging Criteria Chart



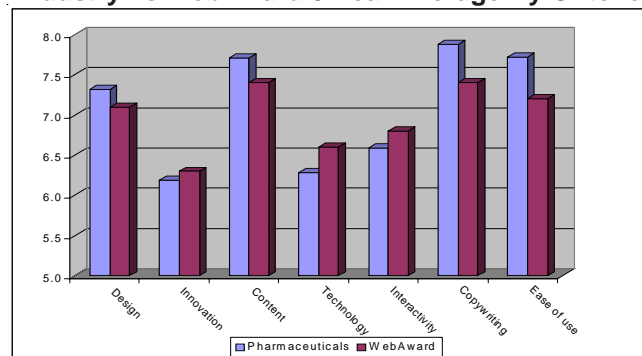
Commentary

Pharma Web sites are generally in line with overall standards of excellence. They tend to be above average in design, content, copywriting, and ease of use while under performing in use of technology and interactivity.

Pharmaceutical Web sites are increasingly reaching out directly to patients as well as the medical community through their Web sites. These sites have become valuable tools as consumers seek to learn more about medical options and treatments before agreeing to them.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	SimStar	BotoxCosmetic.com
2004	Abdi Ibrahim Pharma - MagiClick Digital Solutions	Healthcare Portal - Morning After Pill
2003	Insight Interactive Group	CrohnsResource.com Website
2002	ivpcare, inc	ivpcare, inc
2001	Ion Global China	Loreal Paris China Web Site
2000	Digitas LLC	Bausch and Lomb Website
2000	AGENCY.COM	Alluna Sleep Web Site
1999	SmithKline Beecham	Avandia
1998	Nicholson NY	Zyrtec
1997	SmithKline Beecham	Cafe Herpe

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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