



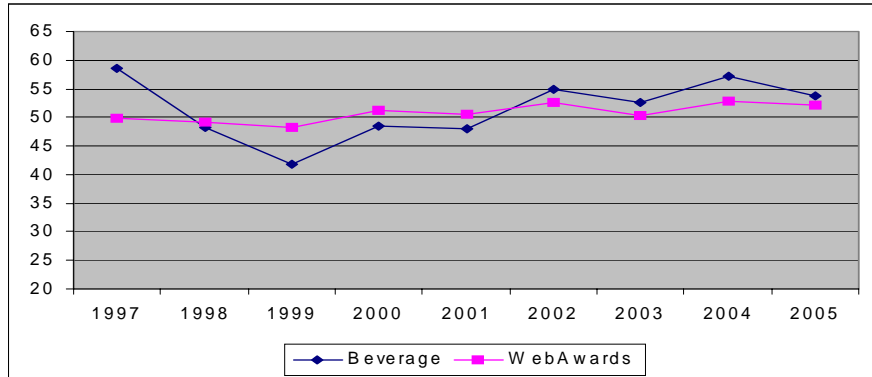
WebAward Internet Standards Assessment Report

Beverage Industry Benchmark Results

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

	<u>Beverage</u>	<u>WebAwards</u>
1997	58.5	49.9
1998	48.25	49.1
1999	41.9	48.2
2000	48.5	51.3
2001	47.9	50.5
2002	54.9	52.7
2003	52.7	50.4
2004	57.2	52.9
2005	53.7	52.2

Score out of a possible 70 points

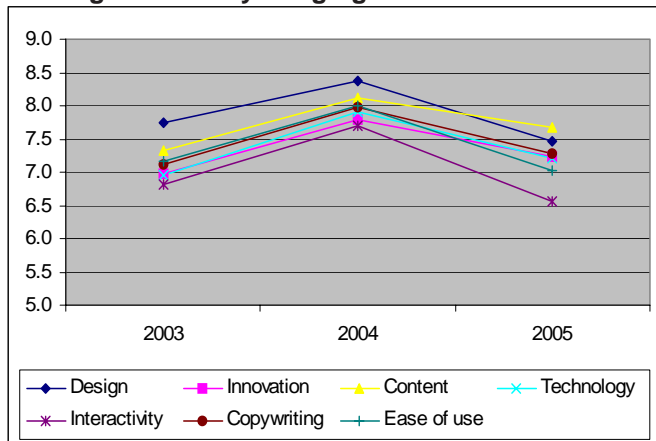


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	7.7	8.4	7.5	7.9
Innovation	7.0	7.8	7.2	7.3
Content	7.3	8.1	7.7	7.7
Technology	6.9	7.9	7.2	7.4
Interactivity	6.8	7.7	6.6	7.0
Copywriting	7.1	8.0	7.3	7.5
Ease of use	7.2	8.0	7.0	7.4

Score out of a possible 10 points

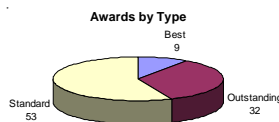
Average Scores by Judging Criteria Chart



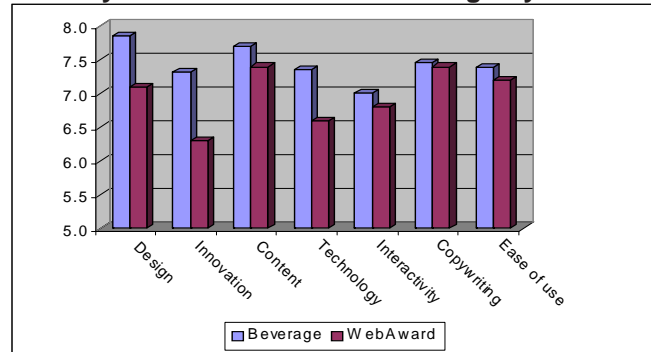
Commentary

Beverage Web sites have roughly tracked the overall ISAR Index for Web development since 1997. Early on they slightly trailed the average, but since 2002 have exceeded it. These sites score highest for design and content while they need to pay more attention to copywriting as that is where they scored the lowest. Over the past three years, beverage sites have generally outperformed each of their criteria benchmarks.

Beverage Web sites are about establishing and supporting a brand online. Web sites often have a heavy use of Flash and contain a viral component to help create buzz.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Tribal DDB Sydney	Dare Shot
2004	Brown-Forman	Early Times
2003	Bacardi Global Brands/ Motivo /cosmoblonde	BACARDI.COM
2002	AGENCY.COM/Red Sky & Miller Brewing	Miller Time Network
2001	MFP Interactive/Mass Transmit	Bombay Sapphire - AsExpressedByYou.com
2000	Renegade Marketing Group	Seagram's Coolers
1999	Blue Dingo	Jose Cuervo Tequila
1998	SF Interactive	Torani
1997	Edelman Interactive Solutions	CLUB BACARDI 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