



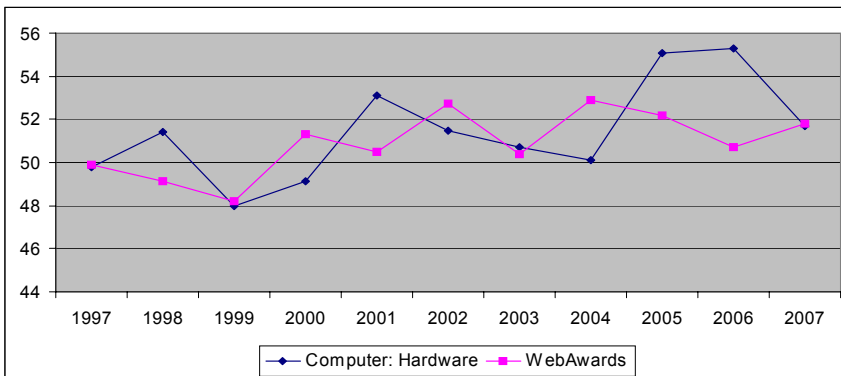
WebAward Internet Standards Assessment Report

2008 Computer Hardware Industry Benchmark Results

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

Year	Hardware WebAwards	
1997	49.8	49.9
1998	51.4	49.1
1999	48.0	48.2
2000	49.1	51.3
2001	53.1	50.5
2002	51.5	52.7
2003	50.7	50.4
2004	50.1	52.9
2005	55.1	52.2
2006	55.3	50.7
2007	51.7	51.8

Score out of a possible 70 points

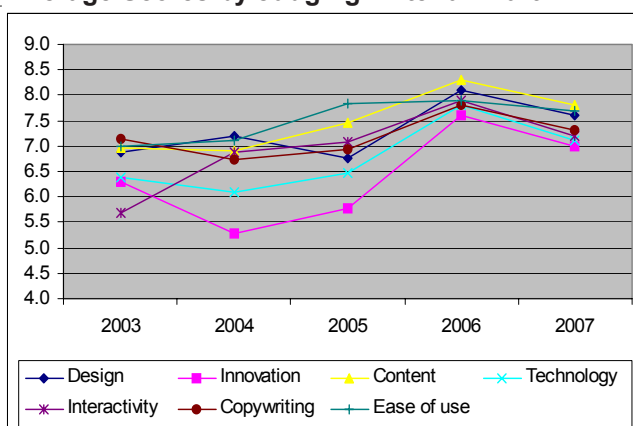


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.9	7.2	6.8	8.1	7.6
Innovation	6.3	5.3	5.8	7.6	7.0
Content	7.0	6.9	7.5	8.3	7.8
Technology	6.4	6.1	6.5	7.8	7.1
Interactivity	5.7	6.9	7.1	7.9	7.2
Copywriting	7.1	6.7	6.9	7.8	7.3
Ease of use	7.0	7.1	7.8	7.9	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

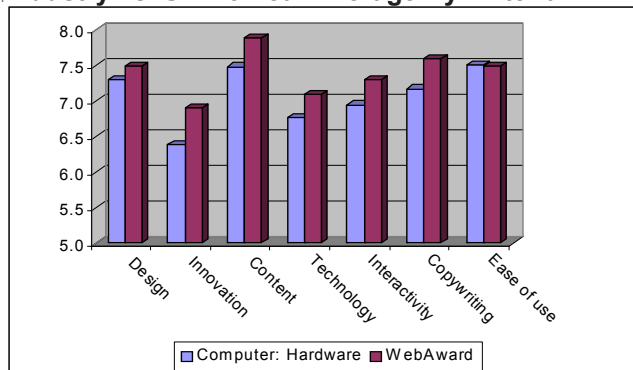


Analysis

Computer hardware Web sites are generally in line with the overall ISAR index for web development demonstrating an almost counter cyclical pattern to the index average. When the overall average zigs, computer hardware sites tend to zag. Poor performance in 2004 resulted in computer hardware sites scoring below the 5-year criteria benchmark averages in all areas. Computer hardware sites tend to be strongest in content and ease of use. They beat the WebAward criteria average benchmark in the ease of use category.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Dell Global Site Design	StudioDell
2006	Broadcom Corporation	Broadcom Website
2005	HP.com	HP.com
2004	HP.com	HP.com
2003	HP	HP Public Web Site
2002	Palm, Inc.	Palm.com
2001	IBM	ibm.com
2000	EMC Web Team	EMC.com
1999	Four Points Digital	3Com HomeConnect
1998	AGENCY.COM/Online Magic	Compaq Website
1997	Anderson & Lembke, Inc.	Altec Lansing microsite

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



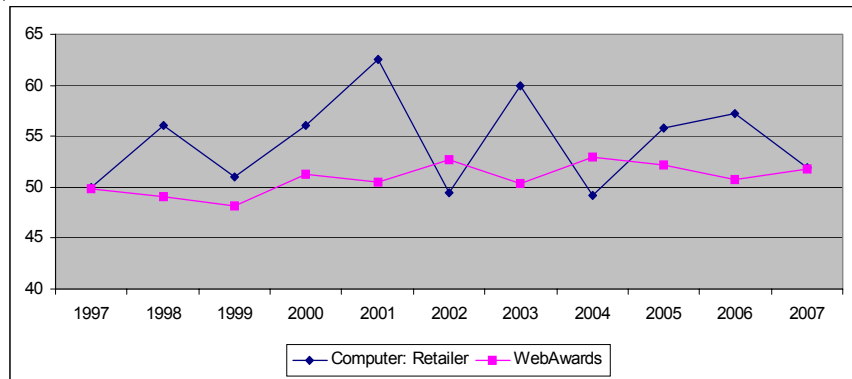
WebAward Internet Standards Assessment Report

2008 Computer Retailer Industry Benchmark Results

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

Year	Comp Retail	WebAward
1997	50	49.9
1998	56	49.1
1999	51	48.2
2000	56	51.3
2001	62.5	50.5
2002	49.5	52.7
2003	60	50.4
2004	49.2	52.9
2005	55.8	52.2
2006	57.2	50.7
2007	51.9	51.8

Score out of a possible 70 points

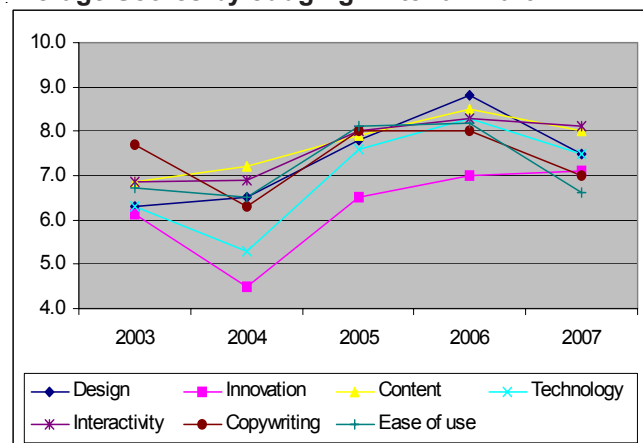


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.3	6.5	7.8	8.8	7.5
Innovation	6.1	4.5	6.5	7.0	7.1
Content	6.9	7.2	7.9	8.5	8.0
Technology	6.3	5.3	7.6	8.3	7.5
Interactivity	6.9	6.9	8.0	8.3	8.1
Copywriting	7.7	6.3	8.0	8.0	7.0
Ease of use	6.7	6.5	8.1	8.2	6.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

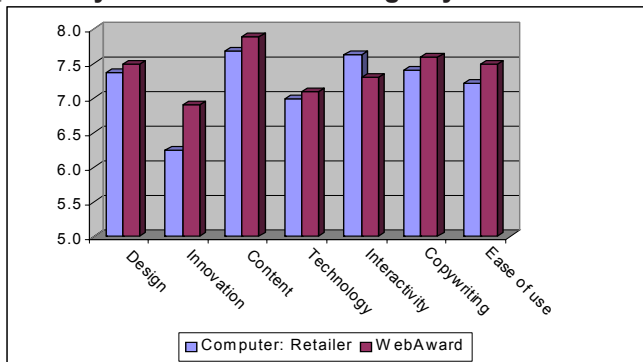


Analysis

Computer Retailer Web sites have equaled or outperformed the overall ISAR index nine out of the last eleven years with only marginal underperformance in 2002 and 2004. These sites have outperformed the 5-year criteria benchmark in interactivity, but fall well below the average in innovation. Computer retail sites also do well in the content area.

Selling computer hardware online today means being able to effectively demonstrate your products and even customize it to your customer's specifications. The best sites in this industry are using multimedia to engage the customer throughout the buying cycle.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	T3	Dell Virtual Office
2006	Critical Mass	Dell Home/Home Office
2005	HPshopping.com	HP's Direct to Consumer e-Commerce Store
2004	HPshopping.com	hpshopping.com
2003	HPshopping.com	hpshopping.com
2002	HPshopping.com	hpshopping.com
2001	HPshopping.com	hpshopping.com
2000	Dell Online Team	Dell.com
1998	W3PR, Inc.	Dell Computers
1997	TechWave	BuySoftware.com

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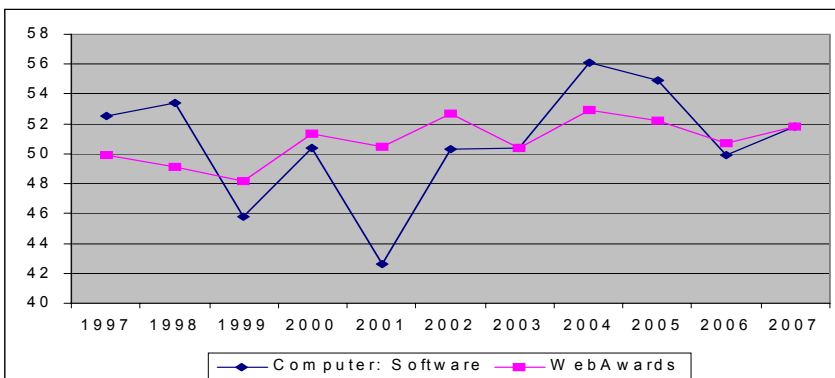
WebAward Internet Standards Assessment Report

2008 Computer Software Industry Benchmark Results

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

Year	Software	WebAwards
1997	52.5	49.9
1998	53.4	49.1
1999	45.8	48.2
2000	50.4	51.3
2001	42.6	50.5
2002	50.3	52.7
2003	50.4	50.4
2004	56.1	52.9
2005	54.9	52.2
2006	49.9	50.7
2007	51.8	51.8

Score out of a possible 70 points

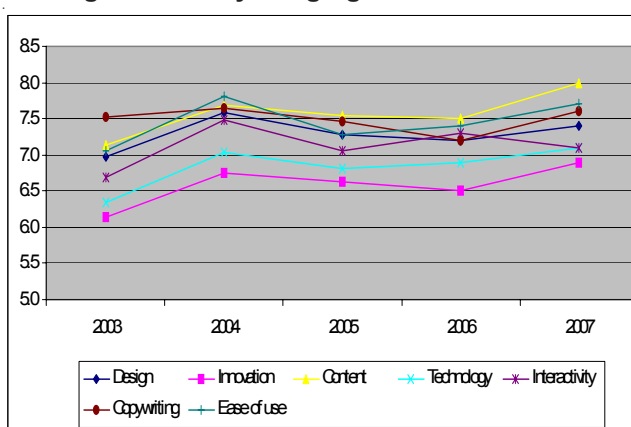


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	7.6	7.3	7.2	7.4
Innovation	6.1	6.8	6.6	6.5	6.9
Content	7.1	7.7	7.5	7.5	8.0
Technology	6.3	7.0	6.8	6.9	7.1
Interactivity	6.7	7.5	7.1	7.3	7.1
Copywriting	7.5	7.6	7.5	7.2	7.6
Ease of use	7.0	7.8	7.3	7.4	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

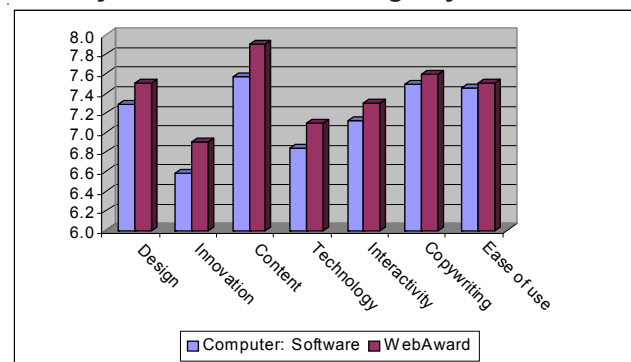


Analysis

Computer Software Web sites, although in line with the ISAR index for the past two years, has shown erratic performance over the last decade. The most notable performance years are the strong performance in 2004 and dismal performance in 2001 relative to the overall ISAR index. Computer Software Web sites have scored below the 5-year criteria benchmark averages in all areas. As an industry, they are strongest in content, copywriting, and ease of use. Surprisingly, they score low in technology and innovation.

With so much computer software selected and delivered online, many small software companies can reach a critical ROI with an effective Web site. Unfortunately, being a good software engineer does not always result in being a good Web site designer.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	BLITZ	Adobe
2006	Worktank	See Windows Vista Website
2005	Avid Technology	Avid Technology corporate website
2004	Wind River	Wind River Website
2003	Novell, Inc.	Novell Worldwide Web Site
2002	Leopard	Terraspring Web Site
2001	Commerce One	CommerceOne.Com
2000	Paul Berry	MiniPlan.com
1999	The Hoffman Agency	think3 Web Site
1998	Shandwick Interactive	Ontrack Data International Web site
1997	Oracle Corporation	Oracle Alliance Online

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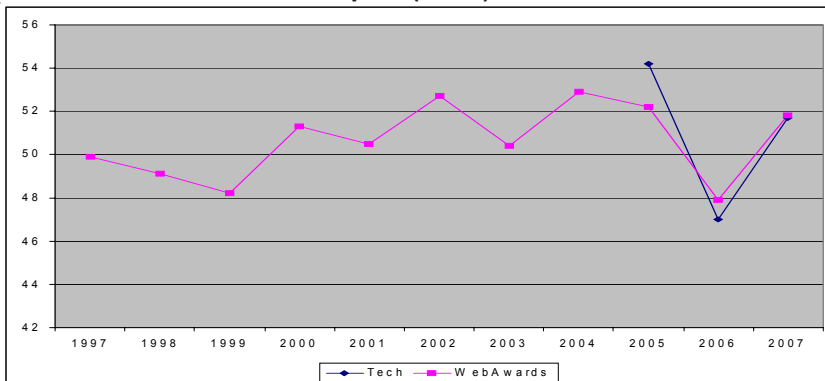
WebAward Internet Standards Assessment Report

2008 Technology Industry Benchmark Results

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

Year	Tech	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	54.2	52.2
2006	47	47.9
2007	51.7	51.8

Score out of a possible 70 points

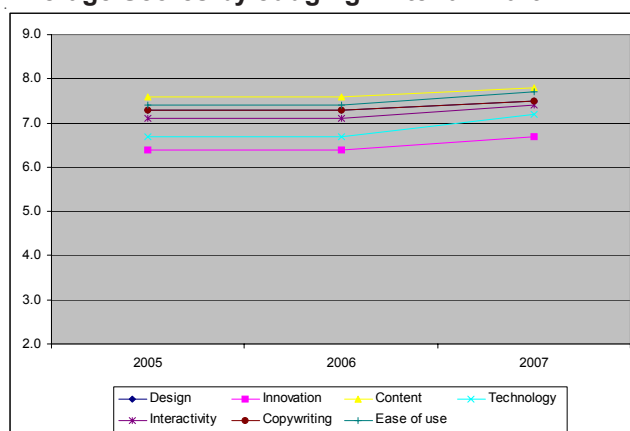


Average Scores by Judging Criteria

	2005	2006	2007
Design	7.3	7.3	7.5
Innovation	6.4	6.4	6.7
Content	7.6	7.6	7.8
Technology	6.7	6.7	7.2
Interactivity	7.1	7.1	7.4
Copywriting	7.3	7.3	7.5
Ease of use	7.4	7.4	7.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

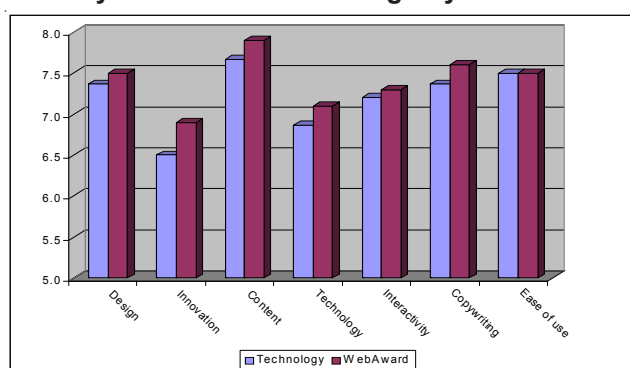


Analysis

Another new industry added to the ISAR study this year, the technology industry has generally been in line with the overall ISAR Index for the past three years. Copywriting and ease of use tend to be their strengths and innovation received the lowest score.

Flash can really help technology companies bring their sites to life and provide effective product demonstrations without the need for having a salesperson visit every potential customer.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	WIRED Digital	WIRED.com
2006	Streamload	MediaMax, powered by Streamload
2005	R/GA	Nokia Nseries Sitelet

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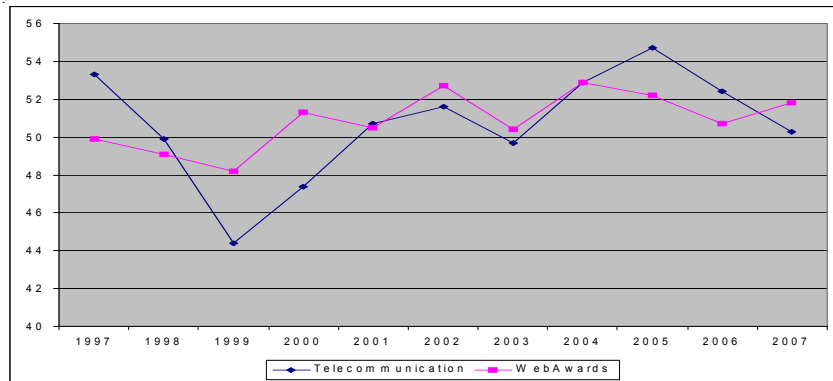
WebAward Internet Standards Assessment Report

2008 Telecommunications Industry Benchmark Results

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

Year	Telecomm	WebAwards
1997	53.3	49.9
1998	49.9	49.1
1999	44.4	48.2
2000	47.4	51.3
2001	50.7	50.5
2002	51.6	52.7
2003	49.7	50.4
2004	52.9	52.9
2005	54.7	52.2
2006	52.4	50.7
2007	50.3	51.8

Score out of a possible 70 points

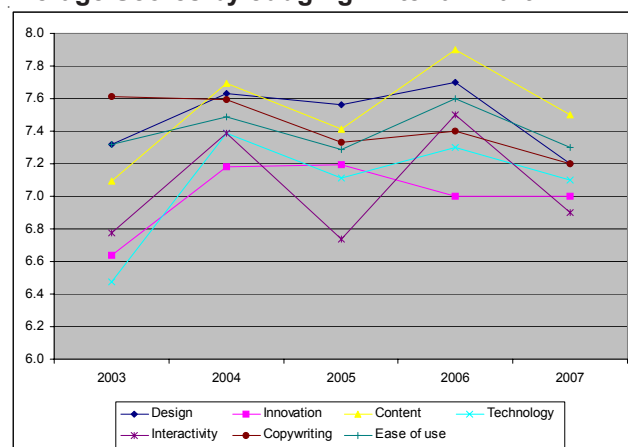


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.3	7.6	7.6	7.7	7.2
Innovation	6.6	7.2	7.2	7.0	7.0
Content	7.1	7.7	7.4	7.9	7.5
Technology	6.5	7.4	7.1	7.3	7.1
Interactivity	6.8	7.4	6.7	7.5	6.9
Copywriting	7.6	7.6	7.3	7.4	7.2
Ease of use	7.3	7.5	7.3	7.6	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

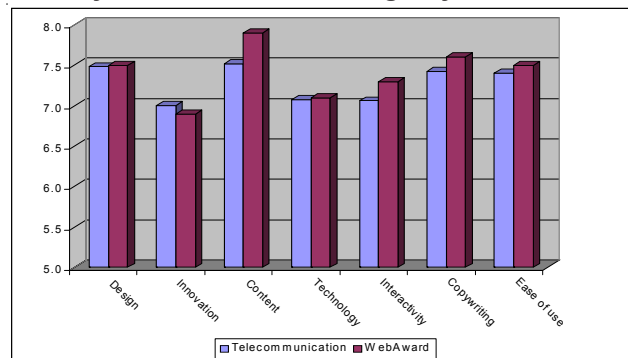


Analysis

Telecommunication Web sites have had inconsistent performance in the ISAR index. After two years of above average performance in 2005 and 2006, they have again dropped to below the average in 2007. Telecommunication Web sites outperformed the 5-year criteria benchmark average in innovation and matched the benchmark in design and technology. These sites score lower in interactivity and innovation.

Telecommunications Web sites have embraced Flash as a way to add rich media demos to their Web sites. Being able to effectively demonstrate a new telephone, PDA, or piece of equipment increases the likelihood that buyers will purchase directly online or by telephone rather than in person through a third party.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Arnold Worldwide	Vonageland
2006	Teehan+Lax Inc.	TELUS Mike Microsite
2005	Walt Disney Internet Group	Disney Mobile Studios
2004	Organic, Inc.	Sprint PCS Ready Link
2003	THINK	BellSouth e-Bill Flash Demo
2002	Auragen Communications, Inc.	Frontier CyberCenter Online Tour
	Dixon Schwabl Advertising	
2001	R/GA	Ericsson.com
2000	SBC Communications	SBC Communications
1999	Stackig/TMPW	Westell
1998	APL Digital	Ameritech.com
1997	MCI and NMP, inc	MCI Investor Relations Web Site

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