



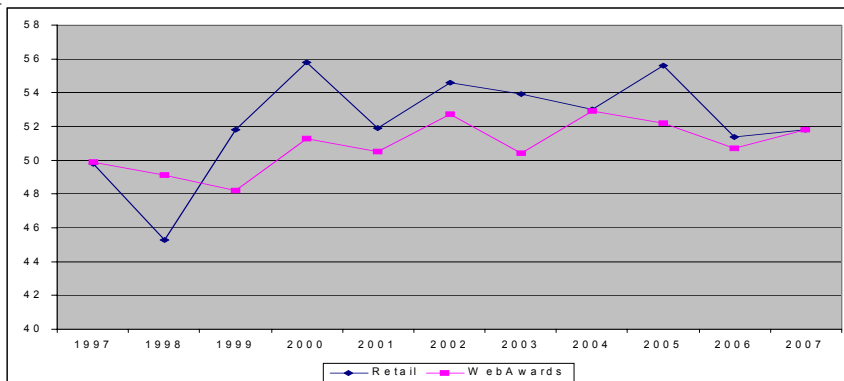
WebAward Internet Standards Assessment Report

2008 Retail Industry Benchmark Results

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

Year	Retail	WebAwards
1997	49.8	49.9
1998	45.3	49.1
1999	51.8	48.2
2000	55.8	51.3
2001	51.9	50.5
2002	54.6	52.7
2003	53.9	50.4
2004	53	52.9
2005	55.6	52.2
2006	51.4	50.1
2007	51.8	51.8

Score out of a possible 70 points

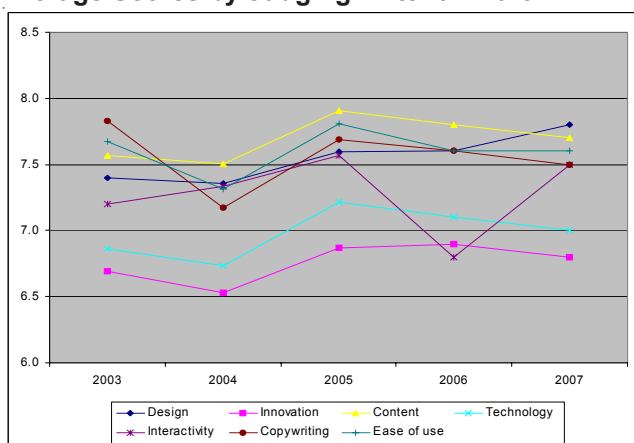


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.4	7.4	7.6	7.6	7.8
Innovation	6.7	6.5	6.9	6.9	6.8
Content	7.6	7.5	7.9	7.8	7.7
Technology	6.9	6.7	7.2	7.1	7.0
Interactivity	7.2	7.3	7.6	6.8	7.5
Copywriting	7.8	7.2	7.7	7.6	7.5
Ease of use	7.7	7.3	7.8	7.6	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

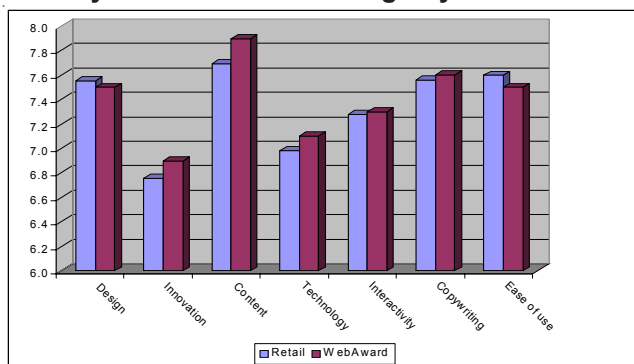


Analysis

Retail Websites have historically been above average performers in the ISAR index. They had one year of below average performance (1999) and three years of matched performance (1997, 2004 & 2007). All other years, they have outperformed the index. Restaurant Web sites have exceeded the 5-year criteria benchmark in design and ease of use. It has matched the benchmark in interactivity and copywriting. It narrowly missed the benchmark in innovation and technology. These sites scored highest in design and content and lowest in innovation.

Retail Web sites have opened new markets for most retailers, lifting the geographic boundaries of brick and mortar. Search engine optimization is the single most important factor for success for retail Web sites.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Creative Digital Group	The Home Depot Home Services
2006	Resource Interactive	RBK Music
2005	R/GA	Nike ID
2004	PixelMEDIA, Inc.	ECCO USA, Inc Web Site
2003	Freerun Technologies	Olivier Napa Valley
2002	Sharpe Partners	www.samsphotoclub.com
2001	Fry Multimedia	Eddie Bauer
2000	Personus	EMPORI.COM
1999	BroadVision	Home Depot
1998	Organic	barnesandnoble.com
1997	CKS Partners	E-Photo Web Site
1997	Andy's Garage Sale, Inc.	Andy's Garage Sale

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



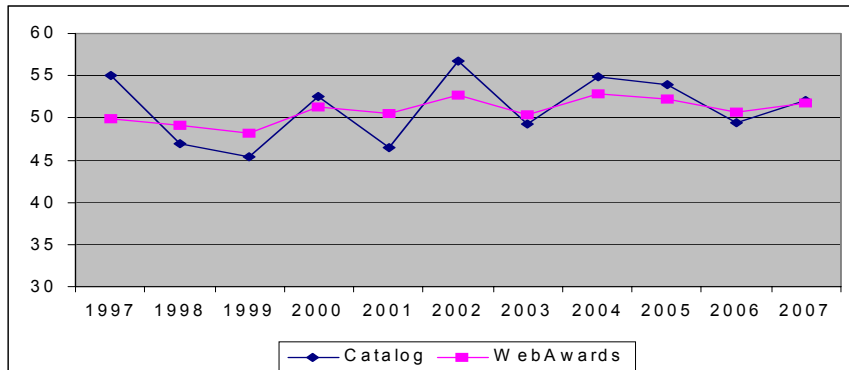
WebAward Internet Standards Assessment Report

2008 Catalog Industry Benchmark Results

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

<u>Year</u>	<u>Catalog</u>	<u>WebAwards</u>
1997	55	49.9
1998	46.9	49.1
1999	45.4	48.2
2000	52.5	51.3
2001	46.4	50.5
2002	56.7	52.7
2003	49.2	50.4
2004	54.8	52.9
2005	53.9	52.2
2006	49.4	50.7
2007	52.1	51.8

Score out of a possible 70 points

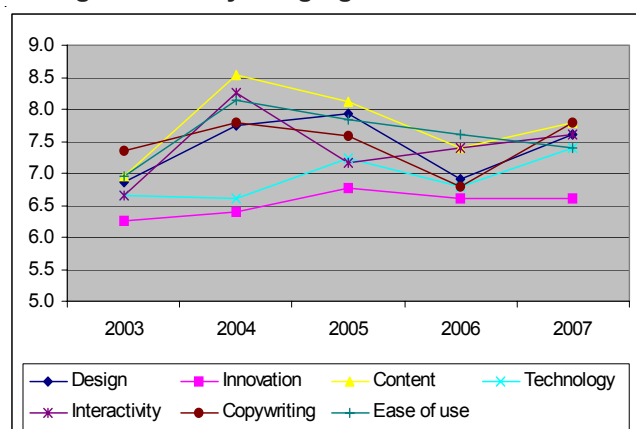


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Design	6.9	7.7	7.9	6.9	7.6
Innovation	6.3	6.4	6.8	6.6	6.6
Content	7.0	8.5	8.1	7.4	7.8
Technology	6.7	6.6	7.2	6.8	7.4
Interactivity	6.7	8.3	7.2	7.4	7.6
Copywriting	7.4	7.8	7.6	6.8	7.8
Ease of use	7.0	8.1	7.8	7.6	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

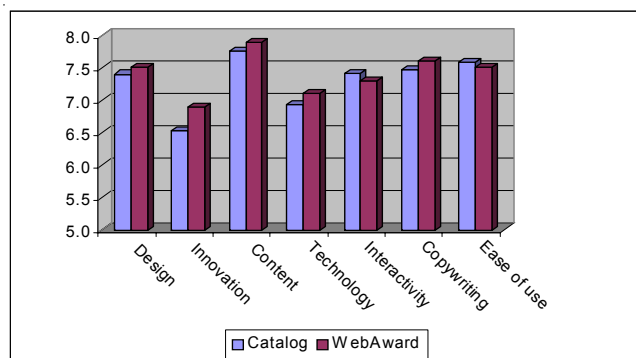


Analysis

Catalog Web sites are generally in line with the overall ISAR index for Web development. These sites score above the 5-year criteria benchmarks in ease of use and interactivity. As an industry, they score highest in content, ease of use, and copywriting. They score lowest in innovation and technology due to the retail industries limited need for cutting edge processes.

Catalog sites are among the best search engine optimized sites on the Internet. If they are not, they won't stay in business very long. Search engines have made these sites the backbone of retail experience on the Web.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2007	Tellus	Touchstone Catalog
2006	L.L.Bean, Inc.	L.L.Bean Website
2005	L.L.Bean, Inc.	L.L.Bean
2004	Kel Geddes Management Ltd	The Anne Geddes Baby Clothing Collection
2003	L.L.Bean, Inc.	L.L.Bean, Inc.
2002	Aristotle	Elvisphotos.com
2001	Change Digital Studios	Brushstrokes Art eCommerce
2000	Ventura Corporation	Whereoware.com
1999	USWeb/CKS	Dockers Online Store
1998	RS Components Ltd	RSWWW.COM
1997	Zentrop	Kenneth Cole Online Catalog

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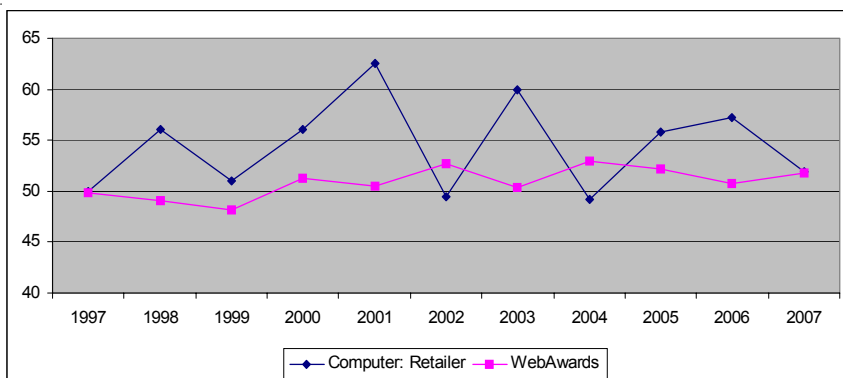
WebAward Internet Standards Assessment Report

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

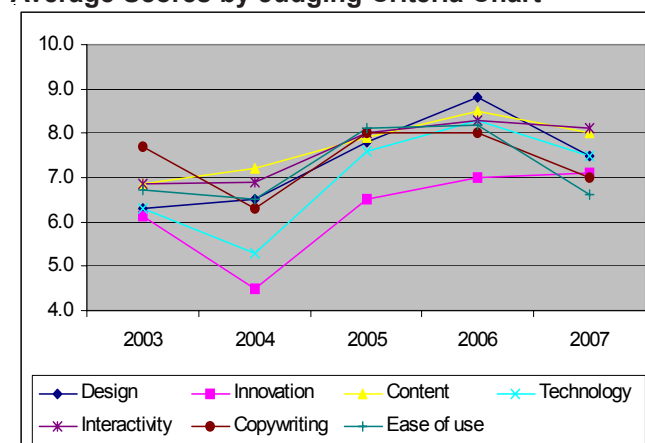


Average Scores by Judging Criteria

	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

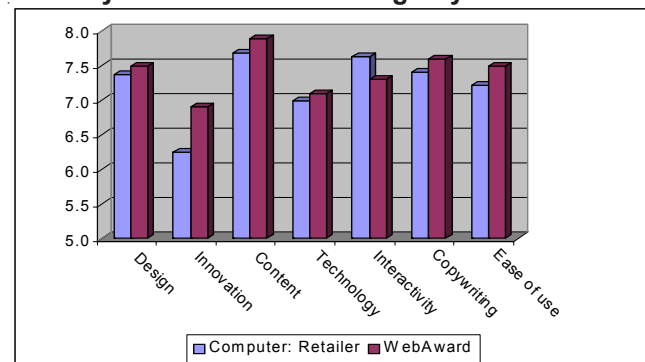


Analysis

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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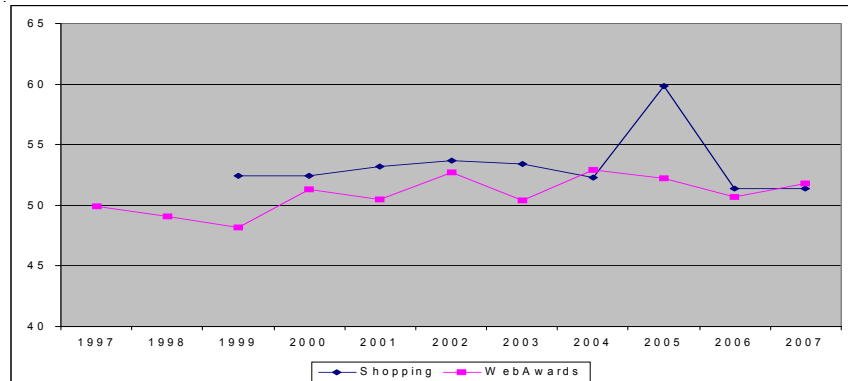
WebAward Internet Standards Assessment Report

2008 Shopping Industry Benchmark Results

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

Year	Shopping	WebAwards
1997		49.9
1998		49.1
1999	52.4	48.2
2000	52.4	51.3
2001	53.2	50.5
2002	53.7	52.7
2003	53.4	50.4
2004	52.3	52.9
2005	59.8	52.2
2006	51.4	50.7
2007	51.4	51.8

Score out of a possible 70 points

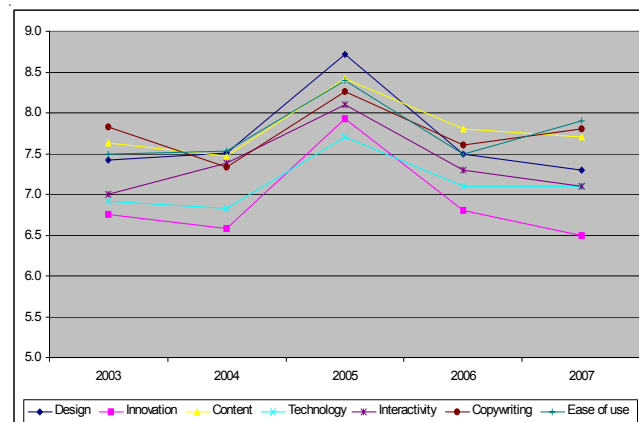


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.4	7.5	8.7	7.5	7.3
Innovation	6.8	6.6	7.9	6.8	6.5
Content	7.6	7.5	8.4	7.8	7.7
Technology	6.9	6.8	7.7	7.1	7.1
Interactivity	7.0	7.4	8.1	7.3	7.1
Copywriting	7.8	7.3	8.3	7.6	7.8
Ease of use	7.5	7.5	8.4	7.5	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

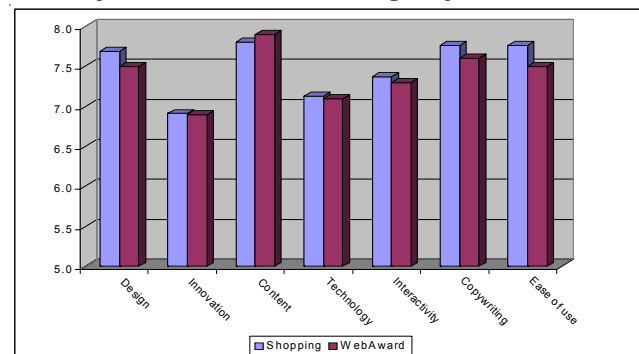


Analysis

Shopping Web sites joined the WebAwards in 1999 and are closely related to both the retail and catalog industries. Shopping sites have consistently outperformed the ISAR index each year except 2004 and 2007 when they slightly missed the index. Due to stellar numbers in 2005, shopping Web sites have outperformed the 5-year criteria benchmark averages in all areas except innovation which it tied. Shopping sites are best at content, copywriting, and ease of use.

Shopping Web sites are no longer a newcomer to the retail world. They are the mainstay for big and small businesses alike. The Internet has made Web-savvy consumers more informed and, therefore, better shoppers.; However, shopping sites need to balance usability with the need to optimize for search engines.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Rare Bird, Inc.	Gilchrist & Soames
2006	ShopLocal	ShopLocal Website
2005	Ion Global	The Luxury Gift Company Online Shop
2004	Gevalia and Fry, Inc.	Gevalia Web Site
2003	AGENCY.COM	RLGirl
2002	R/GA	Hot Topic
2001	Fry Multimedia	Crate and Barrel
2000	Intimate Brands, Inc.	Victoria's Secret
1999	OVEN Digital	First Jewelry

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