



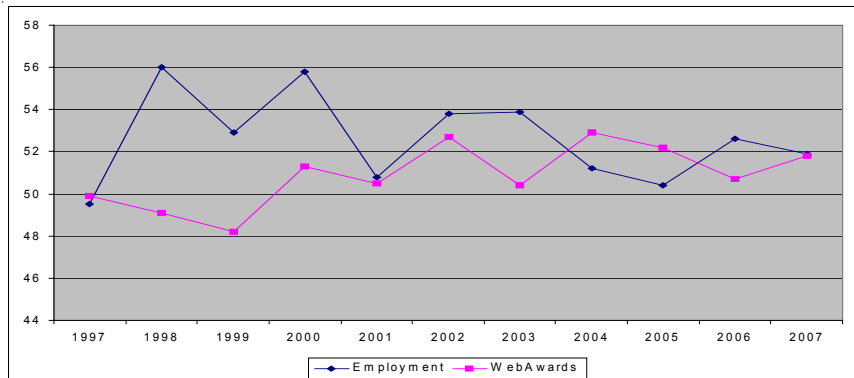
WebAward Internet Standards Assessment Report

2008 Employment Industry Benchmark Results

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

| Year | Employ | WebAwards |
|------|--------|-----------|
| 1997 | 49.5 | 49.9 |
| 1998 | 56 | 49.1 |
| 1999 | 52.9 | 48.2 |
| 2000 | 55.8 | 51.3 |
| 2001 | 50.8 | 50.5 |
| 2002 | 53.8 | 52.7 |
| 2003 | 53.9 | 50.4 |
| 2004 | 51.2 | 52.9 |
| 2005 | 50.4 | 52.2 |
| 2006 | 52.6 | 50.7 |
| 2007 | 51.9 | 51.8 |

Score out of a possible 70 points

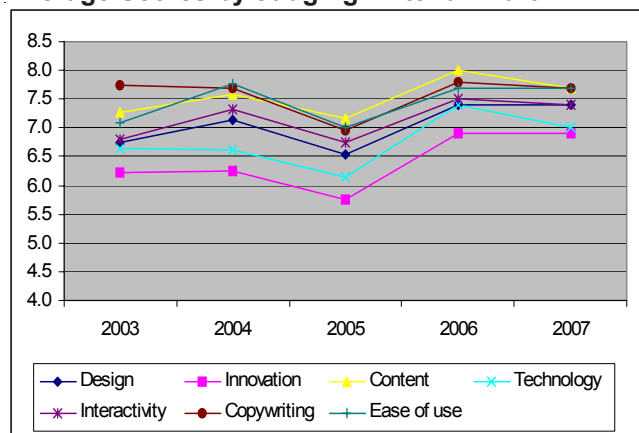


Average Scores by Judging Criteria

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---------------|------|------|------|------|------|
| Design | 6.7 | 7.1 | 6.5 | 7.4 | 7.4 |
| Innovation | 6.2 | 6.2 | 5.8 | 6.9 | 6.9 |
| Content | 7.3 | 7.6 | 7.2 | 8.0 | 7.7 |
| Technology | 6.6 | 6.6 | 6.1 | 7.4 | 7.0 |
| Interactivity | 6.8 | 7.3 | 6.8 | 7.5 | 7.4 |
| Copywriting | 7.7 | 7.7 | 7.0 | 7.8 | 7.7 |
| Ease of use | 7.1 | 7.8 | 7.0 | 7.7 | 7.7 |

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

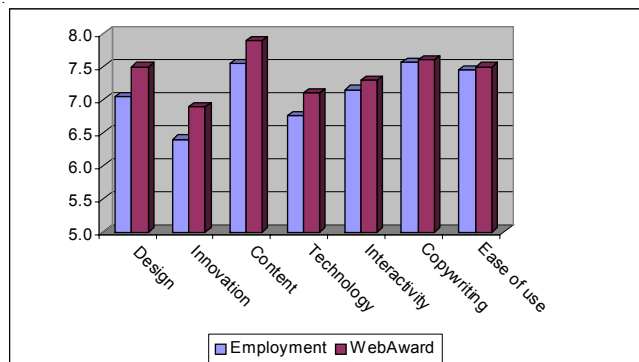


Analysis

Employment web sites matched the ISAR index in 2007. Prior to this, they outperformed the index 7 out of the ten years with their highest scores coming from the earlier years of the index. Employment Web sites matched the 5-year criteria benchmark average in the copywriting and ease of use areas. These sites are strongest in content, copywriting, and ease of use. They are weakest in innovation and technology.

The best employment Web sites are more than job search engines; they educate and prepare both employer and potential employee about what to expect and the sites facilitate making the right match. Finding the right employees is so important to companies today, that it is no wonder they are spending the time, energy, and budget to create dynamic Web sites.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

| Year | Winner | Web site |
|------|------------------------------|-------------------------------|
| 2007 | JWT Employment Comm | FedEx Air Ops Microsite |
| 2006 | Modem Media | Dice.com Being IT |
| 2005 | InteliMark Enterprises | Au Pair & Nanny Agency |
| 2004 | Idea Integration | Aegis Therapies |
| 2003 | Kelly Services Internet Team | Kelly Services |
| 2002 | Kelly Services Internet Team | Kelly Services |
| 2001 | Digital Navigation | Eaton Corp Recruitment Site |
| 2000 | Salary.com | Salary.com |
| 1999 | Stackig/TMPW | Washington Hospital Center |
| 1998 | GE Medical Systems | GE Medical Systems Recruiting |
| 1997 | Monster.com | The Monster Board |

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