



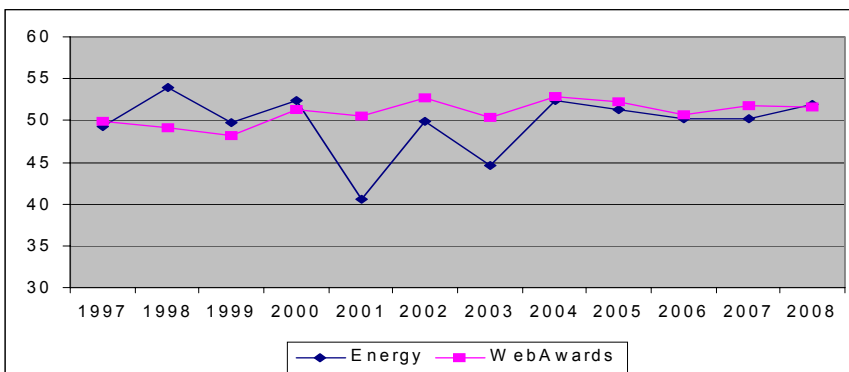
WebAward Internet Standards Assessment Report

2009 Energy Industry Benchmark Results

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

Year	Energy	WebAwards
1999	49.8	48.2
2000	52.4	51.3
2001	50.6	50.5
2002	49.9	52.7
2003	44.6	50.4
2004	52.4	52.9
2005	51.3	52.2
2006	50.2	50.7
2007	50.2	51.8
2008	51.9	51.6

Score out of a possible 70 points

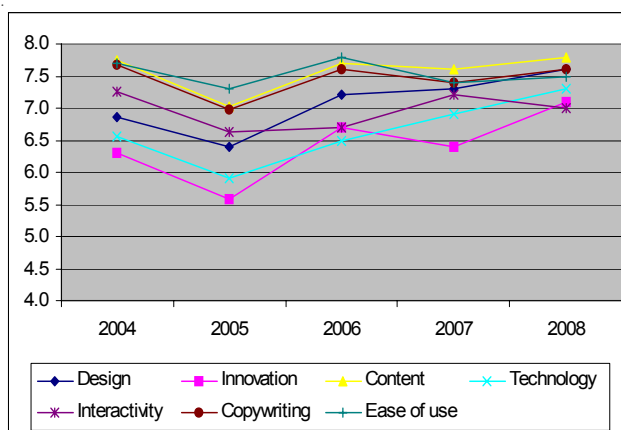


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.9	6.4	7.2	7.3	7.6
Innovation	6.3	5.6	6.7	6.4	7.1
Content	7.7	7.0	7.7	7.6	7.8
Technology	6.6	5.9	6.5	6.9	7.3
Interactivity	7.3	6.6	6.7	7.2	7.0
Copywriting	7.7	7.0	7.6	7.4	7.6
Ease of use	7.7	7.3	7.8	7.4	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

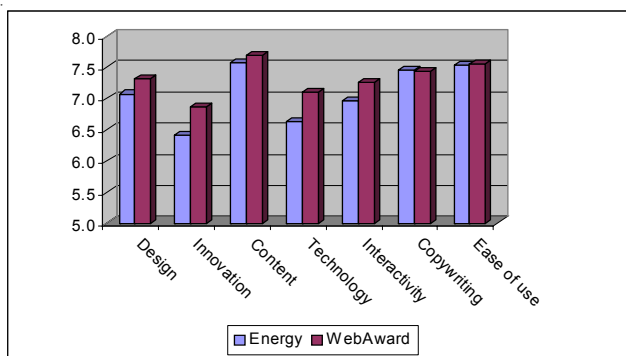


Analysis

Energy Web sites have closely matched the ISAR Index for the past five years, although for most of them, they have underperformed the Index by only a slight margin. Energy Web sites are strong in design, content, copywriting, and ease of use. They matched the 5-year criteria benchmark in copywriting and ease of use and slightly underperformed in the other areas.

The best Energy Web sites, both consumer and B2B, are true e-commerce sites designed to build a long term relationship with users and key constituencies, including government regulators and shareholders.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	B-U-T	DuPont in Energy
2007	Dell Global Site Design	Dell Earth
2006	Edison International	Edison International Website
2005	Macquarium	AGL Resources
2004	Abengoa Bioenergy	Abengoa Bioenergy Corp.
2003	APS	aps.com E-care
2002	Rhino Internet Solutions	Arizona Public Service
2001	TXU Global and AGENCY.COM	TXU Global Internet Web Site
2000	Cole & Weber	betterbricks.com
1999	CITGO Petroleum Corp.	CITGO.com
1998	Yankee Energy System, Inc.	YES Corporate Site
1997	Yankee Energy System, Inc.	yankeegas.com

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