



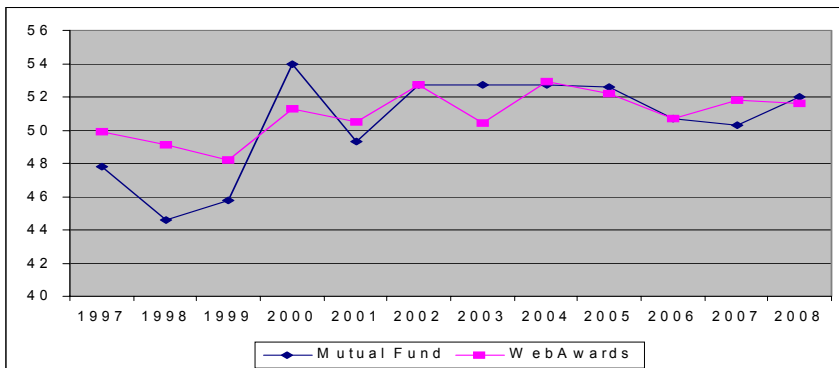
WebAward Internet Standards Assessment Report

2009 Mutual Fund Industry Benchmark Results

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

Year	Funds	WebAwards
1999	45.8	48.2
2000	54	51.3
2001	49.3	50.5
2002	52.7	52.7
2003	52.7	50.4
2004	52.7	52.9
2005	52.6	52.2
2006	50.7	50.7
2007	50.7	51.8
2008	52.0	51.6

Score out of a possible 70 points

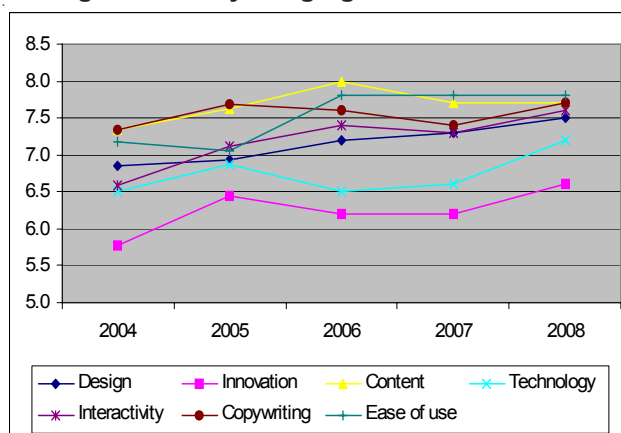


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.8	6.9	7.2	7.3	7.5
Innovation	5.8	6.4	6.2	6.2	6.6
Content	7.3	7.6	8.0	7.7	7.7
Technology	6.5	6.9	6.5	6.6	7.2
Interactivity	6.6	7.1	7.4	7.3	7.6
Copywriting	7.3	7.7	7.6	7.4	7.7
Ease of use	7.2	7.1	7.8	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

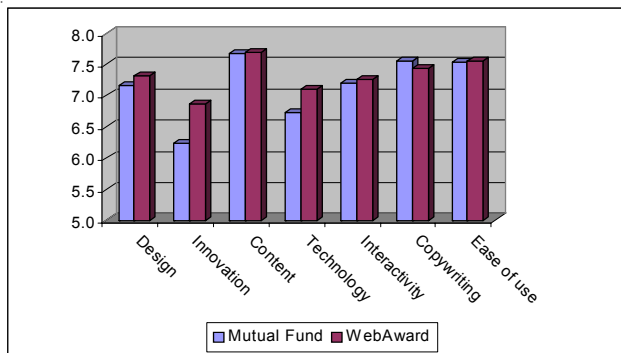


Analysis

Mutual fund Web sites are generally in line with current Web standards of excellence. They closely matched the ISAR total averages in four of the last five years. These sites are commonly strong in ease of use, content, and copywriting. These sites scored below the 5-year criteria benchmark averages in all areas except copywriting and content which it slightly outperformed and matched respectively.

Handcuffed by regulation and compliance issues, mutual fund Web sites place most of their most interesting content behind restricted access for the broker dealer community. Sites should leverage market commentaries better on their public sites, including better use of email newsletters.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	John Hancock Funds	John Hancock Funds Public Website
2007	John Hancock Funds	Financial Professional Website
2006	Cohen & Steers	Cohen & Steers Website
2005	Cohen & Steers	Cohen & Steers Website
2004	bbdigital/SEI Investments	HighMark Funds Website
2003	Barclays Global Investors	iShares.com
2002	Pioneer Investments	pioneerfunds.com
2001	Frank Russell Company	russell.com
2000	Lindner Asset Management	Lindner Funds
1999	Calvert Group	Calvert Group Mutual Funds
1998	Net Technologies, Inc.	New England Funds Web Site
1997	Cohn Godley Norwood	Stein Roe Web Site

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