



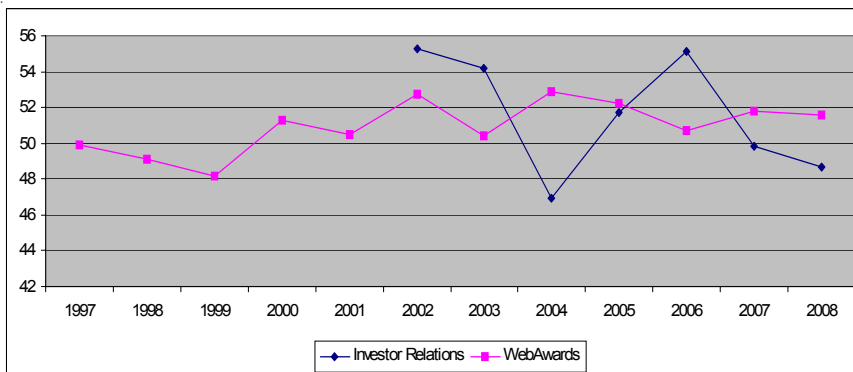
WebAward Internet Standards Assessment Report

2009 Investor Relations Industry Benchmark Results

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

Year	IR	WebAwards
1999		48.2
2000		51.3
2001		50.5
2002	55.3	52.7
2003	54.2	50.4
2004	46.9	52.9
2005	51.7	52.2
2006	55.1	50.7
2007	49.8	51.8
2008	48.7	51.6

Score out of a possible 70 points

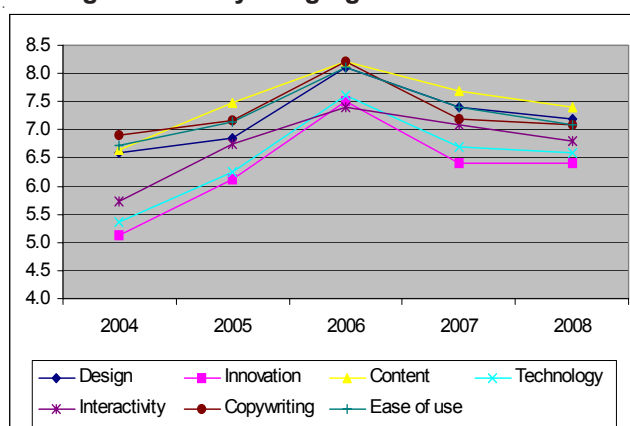


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.6	6.9	8.1	7.4	7.2
Innovation	5.1	6.1	7.5	6.4	6.4
Content	6.6	7.5	8.2	7.7	7.4
Technology	5.4	6.3	7.6	6.7	6.6
Interactivity	5.7	6.8	7.4	7.1	6.8
Copywriting	6.9	7.2	8.2	7.2	7.1
Ease of use	6.7	7.1	8.1	7.4	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

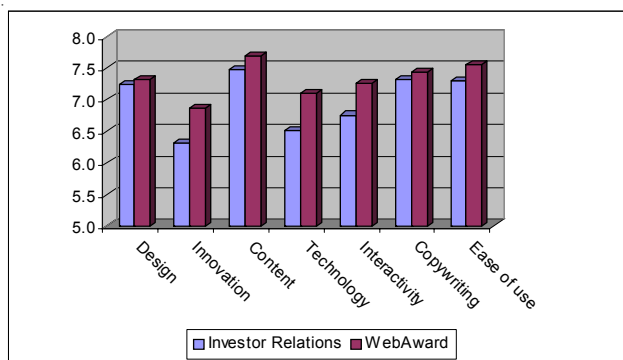


Analysis

Investor relations Web sites have been inconsistent with their performance since they joined the WebAwards in 2002. They have outperformed the ISAR index three times and underperformed three times. Investor relations Web sites have missed the criteria benchmark averages in all areas. They are strong in content, copywriting, and ease of use and lag behind in innovation and technology.

Web sites are the most important tool used in investor relations today, providing a consistent and fair way to disseminate public information about a company to all investors at the same time. Since this area is often a direct concern of top management, budgets are often not an issue. However, these sites need to be more than just words and numbers on a page.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	frog design	GE Corporate Web Site
2007	POP	Brown-Forman
2006	cramer-krasselt	AirTran e-Annual
2005	Resource Interactive	Limited Brands 2004 Annual Report
2004	VSA Partners, Inc.	Ameritrade Holding Corporation
2003	Evia Helsinki	Metso Annual Reports 2002
2002	Axel Digital	Stora Enso Reports 2001

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