



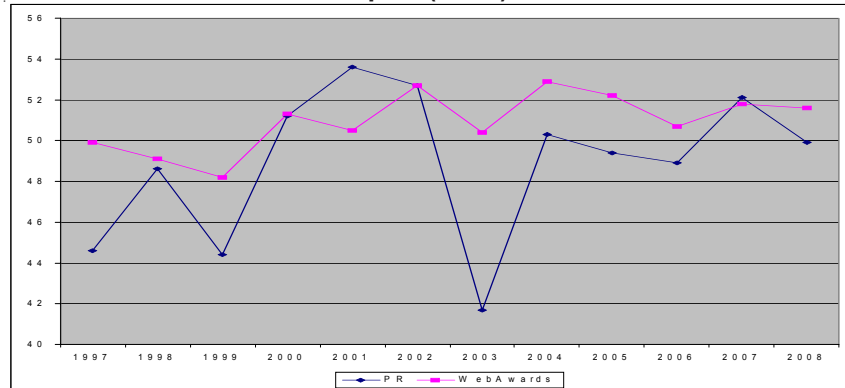
WebAward Internet Standards Assessment Report

2009 Public Relations Industry Benchmark Results

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

Year	PR	WebAwards
1999	44.4	48.2
2000	51.2	51.3
2001	53.6	50.5
2002	52.7	52.7
2003	41.7	50.4
2004	50.3	52.9
2005	49.4	52.2
2006	48.9	50.1
2007	52.1	51.8
2008	49.9	51.6

Score out of a possible 70 points

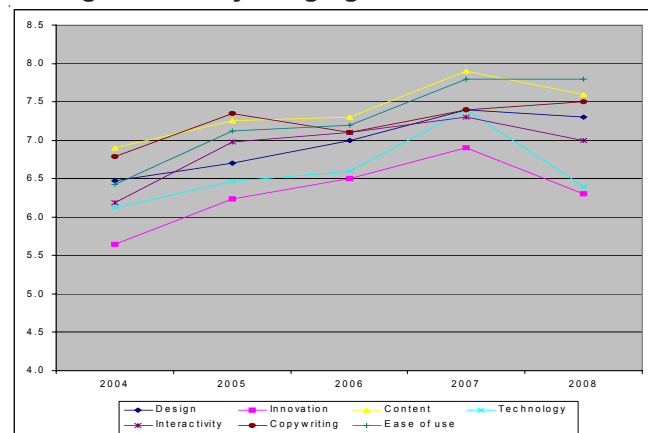


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.5	6.7	7.0	7.4	7.3
Innovation	5.6	6.2	6.5	6.9	6.3
Content	6.9	7.3	7.3	7.9	7.6
Technology	6.1	6.5	6.6	7.4	6.4
Interactivity	6.2	7.0	7.1	7.3	7.0
Copywriting	6.8	7.3	7.1	7.4	7.5
Ease of use	6.4	7.1	7.2	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

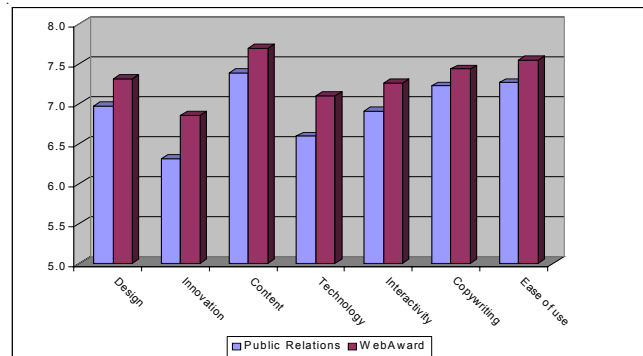


Analysis

Despite matching the ISAR index three times and exceeding it once, the public relations industry has largely underperformed the overall ISAR index eight out of twelve years. The sub par performance of public relations Web sites has resulted in the industry underperforming the 5-year criteria benchmark averages considerably in all areas. Within their own industry, PR Web sites are best at content and ease of use, but lag in innovation.

It appears that most PR firms spend more time on their client's Websites and not enough on their own. Many PR firms are missing an opportunity to directly reach out to online visitors with their key messages rather than relying on the traditional media.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2008	frog design	GE Corporate Web Site
2007	Wirestone, LLC	Official Site of Dan Wheldon
2006	PRWeb.com	PRWeb.com
2005	Peter A Mayer Advertising	Community Coffee History Site
2004	Cisco Corporate PR	News@Cisco
2003	Weber Shandwick and Benjamin Irvine	Toshiba Tablet PC Launch
2002	Wealth Management News Service	WMNS.org
2001	Cohn & Wolfe	Cohn & Wolfe Website
2000	Blue Hypermedia	Middleberg Euro
1999	Blue Hypermedia	Middleberg Online

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