



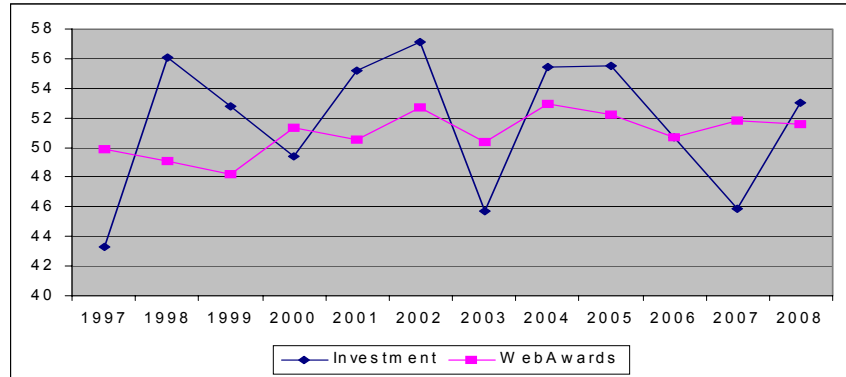
WebAward Internet Standards Assessment Report

2009 Investment Industry Benchmark Results

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

	<u>Invest</u>	<u>WebAwards</u>
1999	52.8	48.2
2000	49.4	51.3
2001	55.2	50.5
2002	57.1	52.7
2003	45.7	50.4
2004	55.4	52.9
2005	55.5	52.2
2006	50.8	50.7
2007	45.9	51.8
2008	53.0	51.6

Score out of a possible 70 points

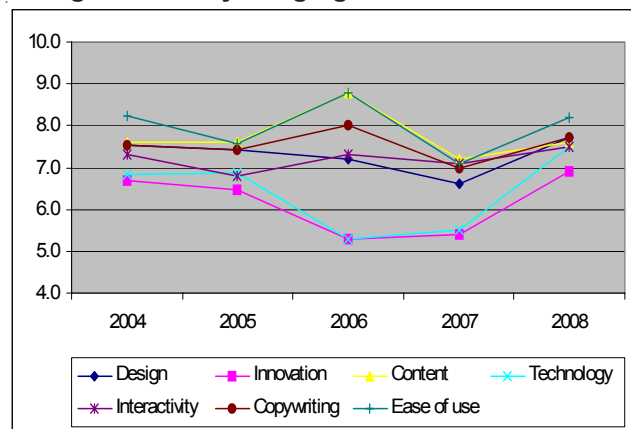


Average Scores by Judging Criteria

	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>	<u>2008</u>
Design	7.5	7.4	7.2	6.6	7.7
Innovation	6.7	6.5	5.3	5.4	6.9
Content	7.6	7.6	8.8	7.2	7.6
Technology	6.8	6.9	5.3	5.5	7.5
Interactivity	7.3	6.8	7.3	7.1	7.5
Copywriting	7.5	7.4	8.0	7.0	7.7
Ease of use	8.2	7.6	8.8	7.1	8.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

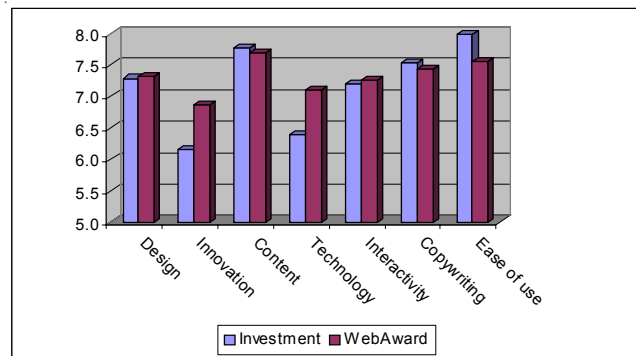


Analysis

The investment industry has shown inconsistent web development for the past decade. They outperformed the ISAR index seven times, equaled it once, and underperformed four times. Significant underperformance occurred in 1997, 2003, and 2007. These most recent scores rebounded and helped it result in the industry outperforming the 5 year averages in content, copywriting and ease of use. Ease of use and content are the industries strong points.

Like all financial Web sites, investment sites are often handcuffed by stiff regulation and overzealous compliance departments. Sites that make market commentary and research available on more than a quarterly basis will have a better time attracting and maintaining a loyal following.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2008	John Hancock Annuities	www.jhannuities.com
2007	Frank Worldwide Inc.	55 West Wacker- Cape Horn
2006	i33 communications LLC	BetterInvesting Website Redesign
2005	BusinessWeek Online	BusinessWeek Online
2004	Allied Capital Corporation	Allied Capital Corporation
2003	Summit Partners	Summit Partners
2002	Frank Russell Company	russell.com
2001	B-Swing, Inc.	E*TRADE Personal Money Manager
2000	Frank Russell Company	Frank Russell Company
1999	Fusive.com	CSFB.COM
1998	Net Technologies, Inc.	Morgan Stanley Dean Witter CMBS
1997	Cohn Godley Norwood	Liberty Financial Young Investor

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