



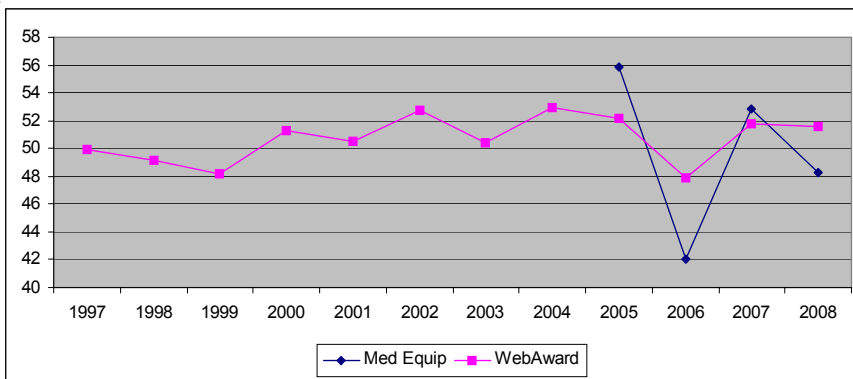
WebAward Internet Standards Assessment Report

2009 Medical Equipment Industry Benchmark Results

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

Year	Med Equip	WebAward
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	55.9	52.2
2006	42	47.9
2007	52.8	51.8
2008	48.3	51.6

Score out of a possible 70 points

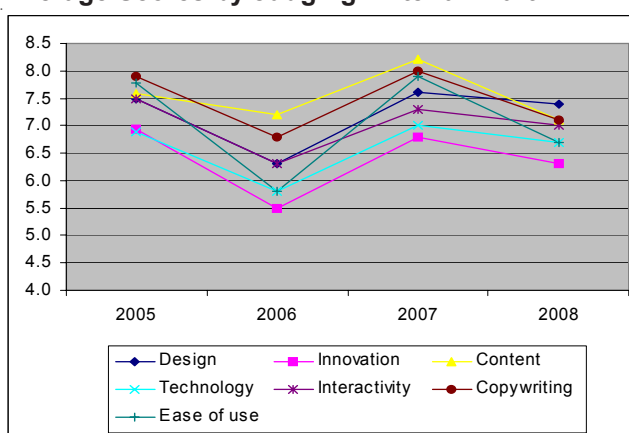


Average Scores by Judging Criteria

Criteria	2005	2006	2007	2008
Design	7.5	6.3	7.6	7.4
Innovation	6.9	5.5	6.8	6.3
Content	7.6	7.2	8.2	7.1
Technology	6.9	5.8	7	6.7
Interactivity	7.5	6.3	7.3	7.0
Copywriting	7.9	6.8	8	7.1
Ease of use	7.8	5.8	7.9	6.7

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

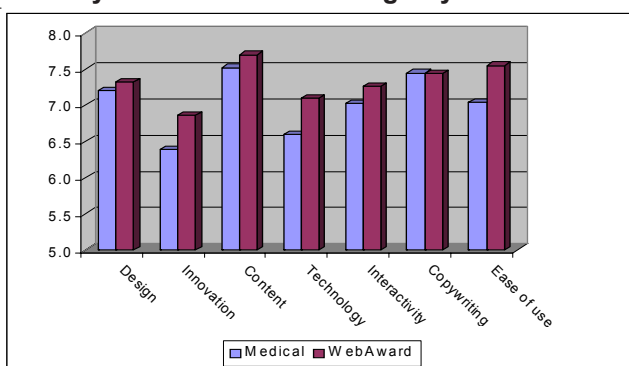


Analysis

Joining the WebAwards in 2005 and new to the ISAR study last year, is the Medical Equipment industry. The industry debuted with a strong performance and then flip flopped to a dismal showing in 2006. It battled back to match the index in 2007 and then back down again in 2008. The significant underperformance in 2006 and 2008 resulted in underperformance in each of the criteria compared to the overall benchmarks.

This is an industry that has used Web sites effectively to demonstrate medical offering online that doctors do not have the time to see during normal working hours. The best medical equipment sites are fully embracing new technologies to enhance the user experience.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Website
2008	Greater Than One	Guardian REAL-Time Glucose Monitor Tutorial
2007	Small Army	Cynosure Corporate Web Site
2006	Guidant Corporation	Guidant.com
2005	Roche Diagnostics	MyLabOnline

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