



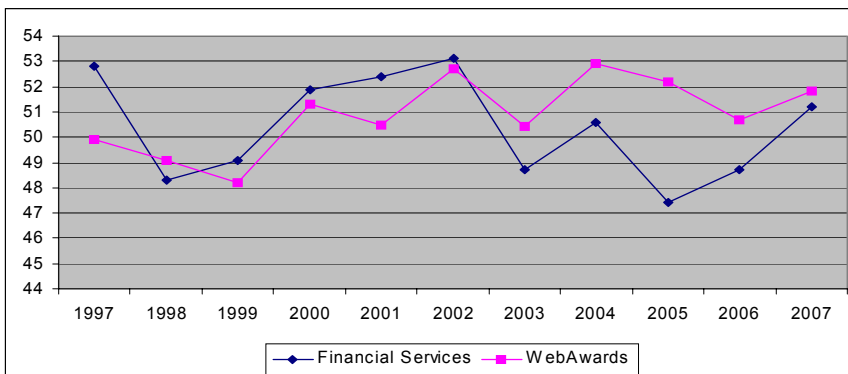
WebAward Internet Standards Assessment Report

2008 Financial Services Industry Benchmark Results

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

Year	Fin Serv	WebAwards
1997	52.8	49.9
1998	48.3	49.1
1999	49.1	48.2
2000	51.9	51.3
2001	52.4	50.5
2002	53.1	52.7
2003	48.7	50.4
2004	50.6	52.9
2005	47.4	52.2
2006	48.7	50.7
2007	51.2	51.8

Score out of a possible 70 points

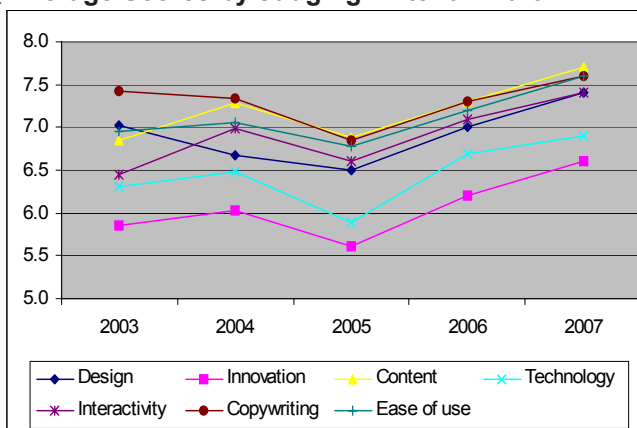


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	6.7	6.5	7.0	7.4
Innovation	5.8	6.0	5.6	6.2	6.6
Content	6.8	7.3	6.9	7.3	7.7
Technology	6.3	6.5	5.9	6.7	6.9
Interactivity	6.5	7.0	6.6	7.1	7.4
Copywriting	7.4	7.3	6.9	7.3	7.6
Ease of use	7.0	7.1	6.8	7.2	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

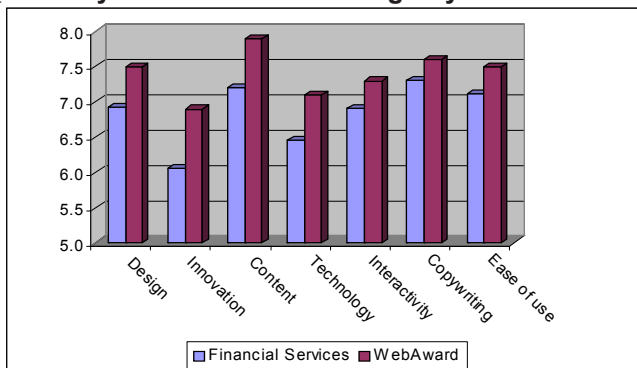


Analysis

Financial services Web sites have underperformed the ISAR index for the last five consecutive years. The most recent underperformance resulted in the industry scoring below the 5-year criteria benchmark averages in all areas. Financial services Web sites are strongest in content, copywriting, and ease of use. They lag in technology and innovation.

Like the mutual fund and brokerage industries, financial service companies are highly regulated which limits the creativity they can undertake on their Web sites. When someone does break out of the mold, they really stand out with users. Much of the best work is being done in password protected sites available only to licensed professionals where the regulations are not as stiff.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	John Hancock Funds, LLC	Financial Professional Website
2006	T3 (The Think Tank)	Chase card with Blink
2005	Merrill Lynch	Merrill Lynch Gateway
2004	Trancentrix, Inc.	Payment Solutions Website
2003	CNBC on MSN Money	CNBC on MSN Money
2002	GE Center for Financial Learning	GE Center for Financial Learning
2001	PCQuote.com	Financial Website
2000	Commerce One	Michigan National Bank
1999	SmartMoney.com	SmartMoney.com
1998	Nasdaq	The Nasdaq Stock Market
1997	Bowne Internet solutions	Roney & Co. Web Site

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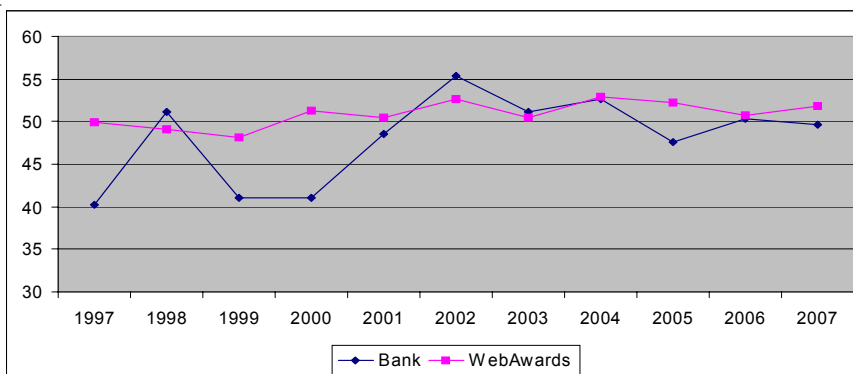
WebAward Internet Standards Assessment Report

2008 Banking Industry Benchmark Results

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

Year	Bank	WebAwards
1997	40.25	49.9
1998	51.2	49.1
1999	41	48.2
2000	41	51.3
2001	48.5	50.5
2002	55.4	52.7
2003	51.2	50.4
2004	52.7	52.9
2005	47.6	52.2
2006	50.3	50.7
2007	49.7	51.8

Score out of a possible 70 points

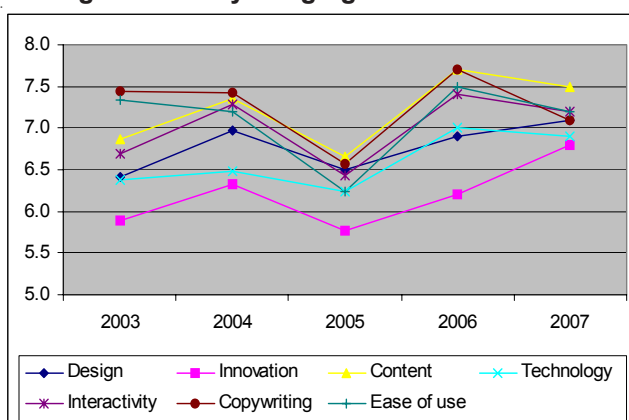


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.4	7.0	6.5	6.9	7.1
Innovation	5.9	6.3	5.8	6.2	6.8
Content	6.9	7.4	6.7	7.7	7.5
Technology	6.4	6.5	6.2	7.0	6.9
Interactivity	6.7	7.3	6.4	7.4	7.2
Copywriting	7.4	7.4	6.6	7.7	7.1
Ease of use	7.3	7.2	6.2	7.5	7.2

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

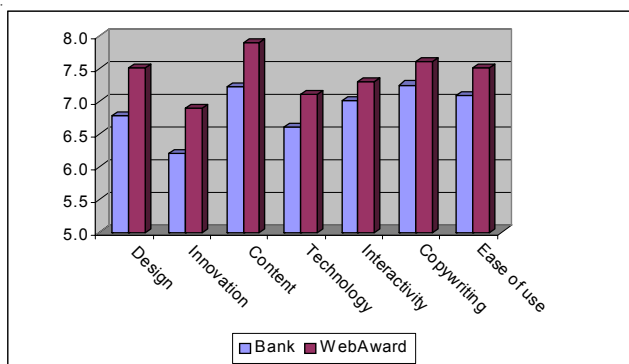


Analysis

The banking industry narrowly tracked the ISAR index for the past 5 years with a slight underperformance in 2005 and a slight outperformance in 2007. Banking Web sites underperformed the 5-year criteria benchmark averages in all areas judged. These sites tend to be well written as they score strongest in content and copywriting. They score lowest in technology and innovation.

For many consumers, a bank's Web site may be the single greatest source of interaction with their customers. Banks have to balance security concerns with creating a positive user experience which is, more often than not, over cluttered with cross-selling financial products.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Organic, Inc.	Bank of America No Fee Mortgage Plus
2006	Carat Fusion	Wachovia Championship 17
2005	Agency.com	Sainsburysbank.co.uk
2004	Ion Global Limited	HSBC Card Services HK
2003	Deutsche Bank	Global Cash Management
2002	EnSky Corporation	St. Mary's Bank
2001	Elliance	Dollar Bank Loans Website
2000	Organic, Inc.	WaMu Mortgage
1999	CGN Marketing	Chevy Chase Bank
1998	THINK New Ideas	Online Account Opening
1997	Paramax Productions	NYCE Web Site

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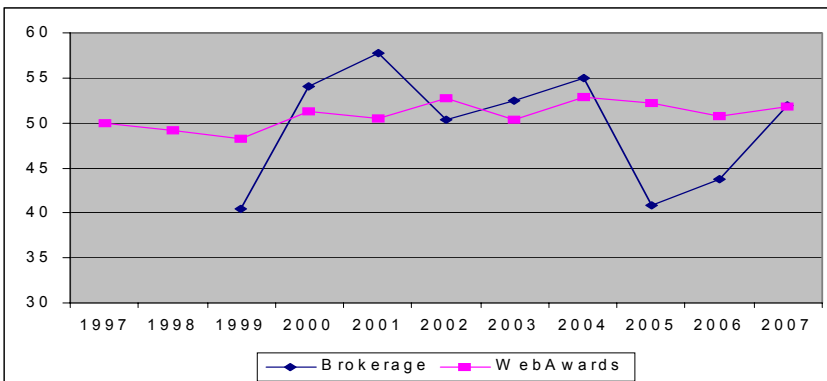
WebAward Internet Standards Assessment Report

2008 Brokerage Industry Benchmark Results

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

Year	Brokerage	WebAwards
1997		49.9
1998		49.1
1999	40.5	48.2
2000	54	51.3
2001	57.8	50.5
2002	50.4	52.7
2003	52.5	50.4
2004	55	52.9
2005	40.9	52.2
2006	43.8	50.7
2007	52	51.8

Score out of a possible 70 points

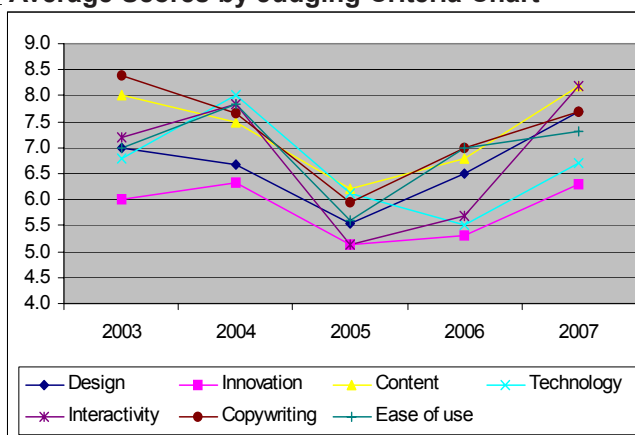


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.0	6.7	5.5	6.5	7.7
Innovation	6.0	6.3	5.1	5.3	6.3
Content	8.0	7.5	6.2	6.8	8.2
Technology	6.8	8.0	6.1	5.5	6.7
Interactivity	7.2	7.8	5.1	5.7	8.2
Copywriting	8.4	7.7	5.9	7.0	7.7
Ease of use	7.0	7.8	5.6	7.0	7.3

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

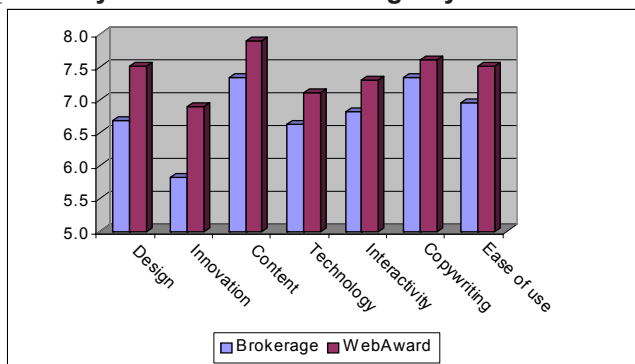


Analysis

Added to the WebAwards in 1999, Brokerage Web sites have performed sporadically compared to the ISAR index. With prior two years of drastic underperformance, 2007 showed great improvement for brokerage sites as they equaled the overall ISAR index. As a result of the poor criteria scores in 2006 and 2005, brokerage sites still scored below the 5-year criteria benchmark in all areas. Brokerage sites score strongest in content, copywriting, and interactivity, but are weaker in innovation and technology.

Brokerage sites, like all financial services sites, suffer from heavy regulation and heavy handed lawyers who frown on innovation.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	XPRESSTRADE, LLC.	XPRESSTRADE
2006	Ogilvy One	Spotting/Seizing Opportunity
2005	Charles Schwab	A Defining Year
2004	Strong E-Commerce Team	Strong Financial
2003	Strong E-Commerce Team	Strong.com
2002	Strong E-Commerce Team	Strong Financial Corporation
2001	Sterling Group	Solomon Smith Barney Young Investors Network
2000	Datek Online Holdings	Datek Online
1999	Channell Communications	Cantor Fitzgerald L.P.

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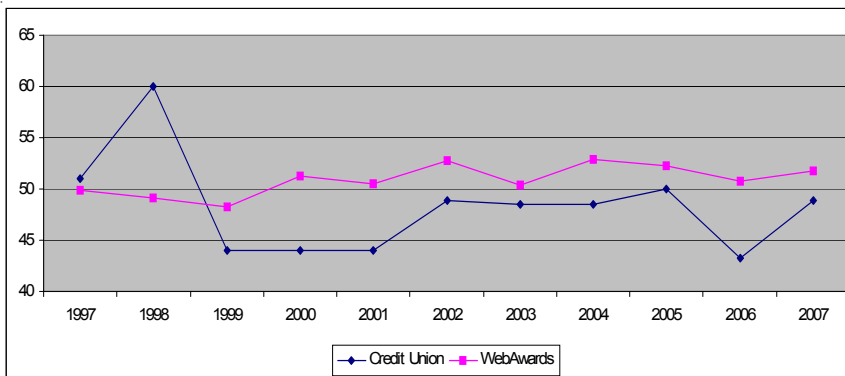
WebAward Internet Standards Assessment Report

2008 Credit Union Industry Benchmark Results

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

Year	CU	WebAwards
1997	51	49.9
1998	60	49.1
1999	44	48.2
2000	44	51.3
2001	44	50.5
2002	48.9	52.7
2003		50.4
2004	48.5	52.9
2005	50	52.2
2006	43.2	50.7
2007	48.9	51.8

Score out of a possible 70 points

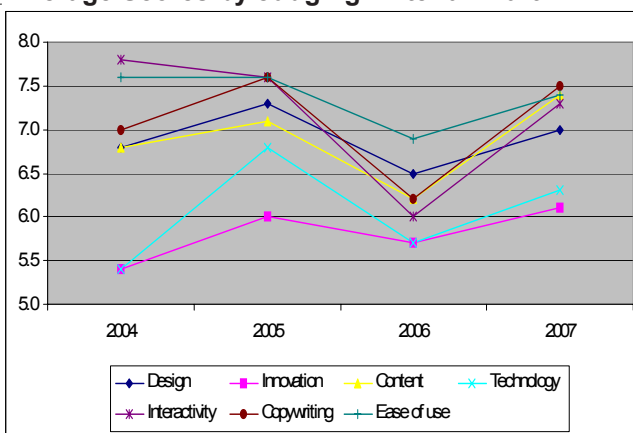


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.8	7.3	6.5	7.0	7.0
Innovation	5.4	6.0	5.7	6.1	6.1
Content	6.8	7.1	6.2	7.4	7.4
Technology	5.4	6.8	5.7	6.3	6.3
Interactivity	7.8	7.6	6.0	7.3	7.3
Copywriting	7.0	7.6	6.2	7.5	7.5
Ease of use	7.6	7.6	6.9	7.4	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

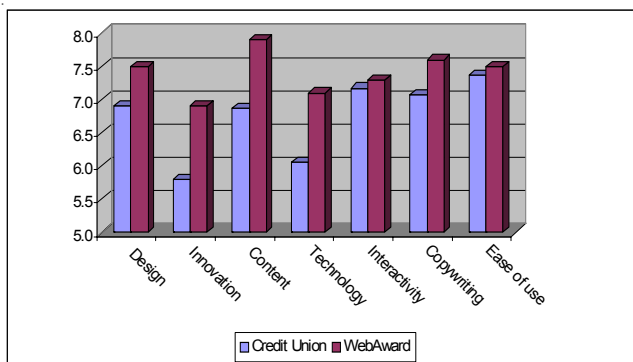


Analysis

Credit Union Web sites have consistently underperformed the overall ISAR index since 1999. Credit Union Web sites score highest in ease of use and interactivity and lowest in innovation and technology. They scored below the 5-year criteria benchmark averages in all areas.

Credit unions rely on their Web sites for much of the interaction with their customers. Sites need to be easy to use and not cluttered with a lot of over-hyped cross-selling of financial products.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Extractable	SAFE credit union
2006	Webnbeyond	Union America Mortgage
2005	America First CU	www.americafirst.com
2004	Imirage, Inc	APCI FCU
2002	U.S. Central CU	U.S. Central CU
2001	Santa Clara County FCU	Information Connection
2000	Security Service FCU	Security Service FCU
1999	Engine Interactive, Inc.	Washington State Employees CU
1998	Security Service FCU	Security Service FCU
1997	Hiway FCU	Hiway FCU Web Site

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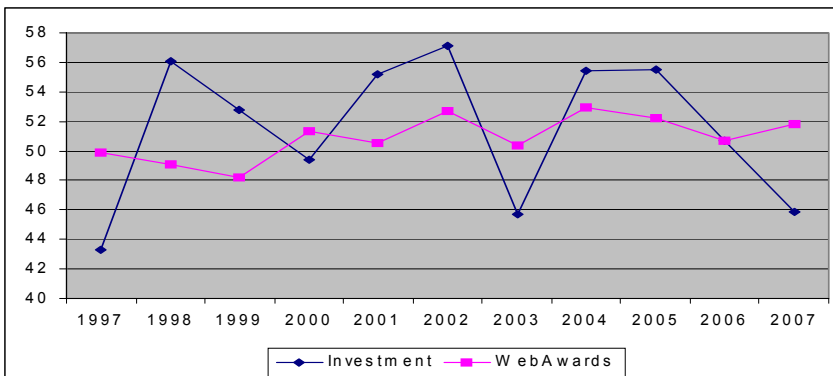
WebAward Internet Standards Assessment Report

2008 Investment Industry Benchmark Results

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

	<u>Invest</u>	<u>WebAwards</u>
1997	43.3	49.9
1998	56.1	49.1
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

Score out of a possible 70 points

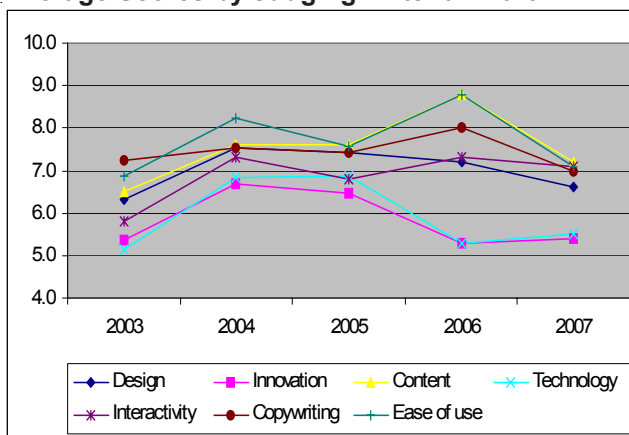


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007</u>
Design	6.3	7.5	7.4	7.2	6.6
Innovation	5.4	6.7	6.5	5.3	5.4
Content	6.5	7.6	7.6	8.8	7.2
Technology	5.1	6.8	6.9	5.3	5.5
Interactivity	5.8	7.3	6.8	7.3	7.1
Copywriting	7.3	7.5	7.4	8.0	7.0
Ease of use	6.9	8.2	7.6	8.8	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

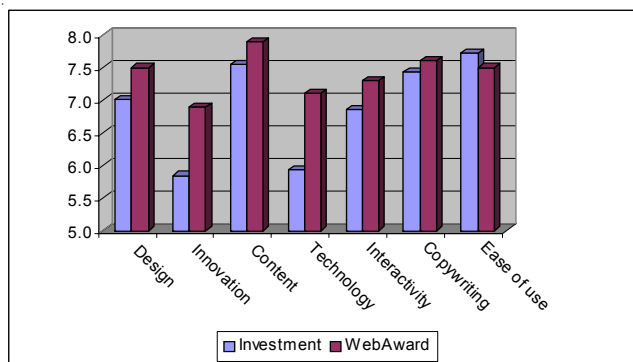


Analysis

The investment industry has shown inconsistent web development for the past decade. Significant underperformance occurred in 1997, 2003, and 2007. These most recent low scores resulted in the industry falling short of the criteria benchmark averages in all areas except for ease of use. Ease of use and content are the industries strong points. The investment category scored last in both the innovation and technology criteria areas across all industries.

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>
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

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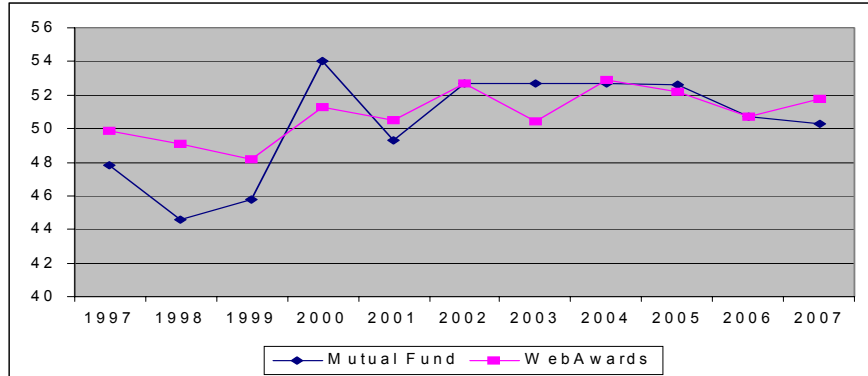
WebAward Internet Standards Assessment Report

2008 Mutual Fund Industry Benchmark Results

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

Year	Funds	WebAwards
1997	47.8	49.9
1998	44.6	49.1
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

Score out of a possible 70 points

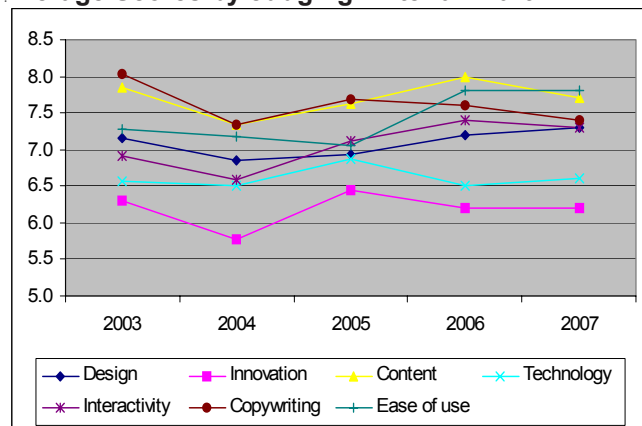


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	7.2	6.8	6.9	7.2	7.3
Innovation	6.3	5.8	6.4	6.2	6.2
Content	7.8	7.3	7.6	8.0	7.7
Technology	6.6	6.5	6.9	6.5	6.6
Interactivity	6.9	6.6	7.1	7.4	7.3
Copywriting	8.0	7.3	7.7	7.6	7.4
Ease of use	7.3	7.2	7.1	7.8	7.8

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

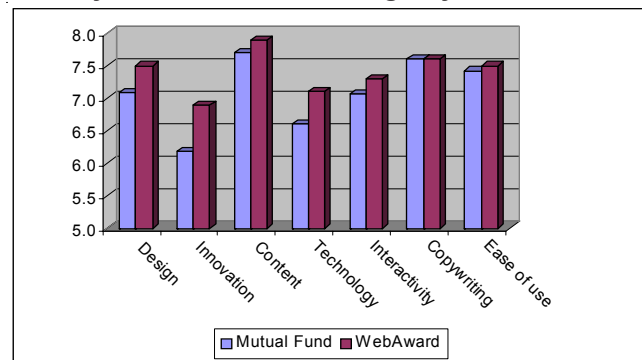


Analysis

Mutual fund Web sites are generally in line with current Web standards of excellence; however, underperforming years make up the majority of scores. 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 which it matched.

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
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

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