



Thursday 15th October, 2009

Australia's Innovators and Market Leaders revealed at 1st Digital Services Awards - 'the AMBERS'

Eight companies selected as leaders in transaction-based online services were announced last night in Sydney at the first annual AMBER Awards.

"In the headline category of Online Banking, from a strong field of finalists there are two really outstanding services: *Suncorp Internet Banking*, the overall AMBER Award winner and *ANZ Internet Banking*, who won a Highly Commended Award. Customers from around Australia deemed both to be standout services," said Charis Palmer, co-founder of AMBER Awards and Editor of Online Banking Review.

"Macquarie Bank's Online Share trading service *Macquarie Edge Online* edged out market leader *Commsec* to win the inaugural AMBER Award in Online Broking." said Palmer.

"Winners in other categories include, visible leaders like Fairfax Digital's *Stayz* in Online Travel and *The Biggest Loser Club*, Online Application as well as smaller and newer players such as *Youi* in Online insurance and the boutique Pet and Vet supplier *VetShopAustralia* in Online Retail," said Palmer.

The 1st Annual AMBER Award winners were determined by a process that aims to accurately represent the views and preferences of Australian customers. The process combines the results of an independent nationwide customer satisfaction survey with rigorous 'hands-on' customer testing at one of Australia's leading independent customer experience 'labs'.

"It's the first time I think we've seen a large scale review of digital services in Australia that combines what people think with rigorous under-the-bonnet testing using real customers and real customer accounts, " said Paul McCarthy, co-founder of the AMBER Awards and independent Chair of the AMBER Awards process.

The winners of the inaugural AMBER Awards were presented at a gala cocktail event at the Museum of Contemporary Art, Sydney on Wednesday 14 October 2009.

- A full list of finalist and winners over the page-



Amber Awards Finalists and Winners By Category 2009		
Service listed by Category	URL	Parent
Online Banking		
<u>ANZ Internet Banking • AMBER Highly Commended</u>	anz.com	<u>ANZ Banking Group Limited</u>
Netbank	commbank.com.au	Commonwealth Bank Australia
St George Internet Banking	stgeorge.com.au	Westpac Banking Corporation
<u>Suncorp Internet Banking • AMBER Award Winner</u>	suncorp.com.au	<u>Suncorp-Metway Ltd</u>
Westpac Online Banking	westpac.com.au	Westpac Banking Corporation
Online Insurance		
AAMI Australia	aami.com.au	Suncorp
Allianz Insurance Online	allianz.com.au	Allianz Group
GIO Insurance	gio.com.au	Suncorp
NRMA Insurance Online	www.nrma.com.au	Insurance Australia Group
<u>Youi • AMBER Award Winner</u>	youi.com.au	<u>Youi Pty Ltd</u>
Online Travel		
Expedia	expedia.com.au	Expedia Inc.
<u>Stayz • AMBER Award Winner</u>	stayz.com.au	<u>Fairfax Digital</u>
Virgin Blue	virginblue.com.au	Virgin Blue
Webjet	webjet.com.au	Webjet Limited Group
Wotif	wotif.com	Wotif
Online Retail		
eBay Australia	ebay.com.au	eBay Inc
<u>Vet Shop Australia • AMBER Award Winner</u>	vetshopaustralia.com.au	<u>Vet Shop Australia</u>
GraysOnline	graysonline.com	GraysOnline
City Software	citysoftware.com.au	City Software Group
Ticketek Australia	ticketek.com.au	PBL Media
Online Trading		
CommSec	comsec.com.au	Commonwealth Bank
ANZ E*TRADE Australia	etrade.com.au	E*TRADE Australia
Westpac Broking	westpac.com.au/broking	Westpac
NAB OnLine Trading	trading.national.com.au	National Australia Bank
<u>Macquarie EDGE Online • AMBER Award Winner</u>	macquarie.com.au/Edge	<u>Macquarie Bank</u>
Mobile Commerce		
Commonwealth Bank Mobile Banking	netbank.com.au	Commonwealth Bank
Greater Union Ticketing	m.greaterunion.com.au	Greater Union
Moshtix Mobile Ticketing	iphone.moshtix.com.au	Moshtix Mobile Ticketing
<u>Bank of Qld Mobile Banking • AMBER Award Winner</u>	ib.boq.mobi	<u>Bank of Queensland</u>
Commsec Mobile Trading	commsec.com.au/iphone	Commonwealth Bank
Online Application		
<u>The Biggest Loser Club • AMBER Award Winner</u>	www.biggestloserclub.com.au	<u>SP Health Co / Fremantle</u>
Credit card app	www.nab.com.au	National Australia Bank
Membership app	www.velocityrewards.com.au	Virgin Blue
Australian Passport Application Form	www.passports.gov.au	Australian Government, DFAT
Seniors Card	www.seniorscard.nsw.gov.au	NSW Government, DADHC

What are the AMBER Awards?

Australia's AMBER Awards provide - for the first time - a new independent yardstick for Australia's best transaction-based web and mobile services.

Every day, millions of Australian's every day are banking online, booking travel online, buying goods online, buying and selling shares and many other transaction based activities - yet there are no visible independent sources of which company performs at the highest level in their field.

The AMBER Awards were devised by the Paul McCarthy, the longstanding Chair of Judging of the Annual Interactive Media Industry Association Awards and Charis Palmer, one of Australia's leading independent commentators of Online Financial services.

The AMBER Awards were created as a complementary 'sister awards' to the long-standing and prestigious AIMIA Awards (The 'Amys'), which are Australia's leading awards for Digital Media, Advertising, Education and Publishing.

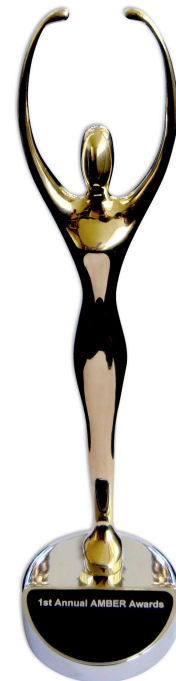
What types of services are being judged?

Seven AMBER awards are being presented, covering mainstream categories of transaction-based consumer online and mobile services, namely:

1. Online Travel
2. Online Retail
3. Online Insurance
4. Online Broking
5. Online Banking
6. Online Applications
7. Mobile Commerce

What is the award itself?

'Amber' (pictured) is the bespoke inspirational sister to the Annual AIMIA Award ('Amy') - both created by leading Sydney Designer and Craftsman, Bruce Dodds.





What was the field of entries?

The AMBER Awards process has reviewed all the major service providers in each category. Entries were judged from a field of over 120 including the Top 20 leading players, or those with over 5% of the market share of each category leader being automatically included in the field of assessment. There was also a process for open nominations for innovators in each field.

The AMBER Awards encompass Australian based services such as each of the major retail bank's online offerings. They do not include global services that also attract large Australian audiences such as *Amazon.com*.

What is the method?

The method for assessing excellence is a carefully designed process, which combines both detailed Customer Experience ratings from a nationwide survey and Independent Lab-based Customer Usability testing. The Award winners are based on a balanced and accurate combination of what Australians perceive to be the best service in each of these categories and those that actually perform best in customer hands-on 'road tests'.

How does the AMBER Awards relate to the AIMIA Awards?

The AMBER Awards is an initiative of Australia's peak body for digital content — the Australian Interactive Media Industry Association. Its founding partners also include Online Banking Review, Brandmanagement and Access Testing.

AMBER has a transaction services focus, rather than an information service focus. Information and media services have been omitted as they are already really well covered by the Annual AIMIA awards. Instead, the emphasis for the AMBER Awards is on online transaction-based services such as banking, booking travel and online shopping.

For more information, visit <http://www.aimia.com.au/amberawards>

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