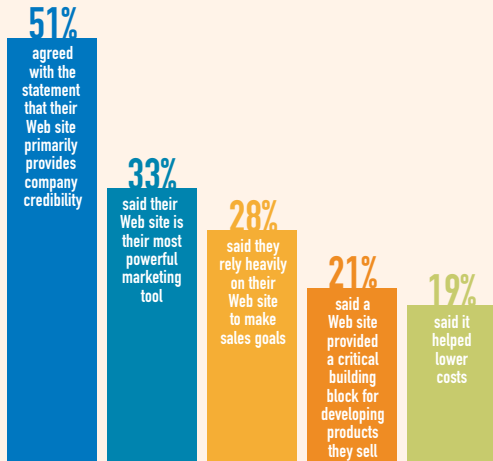
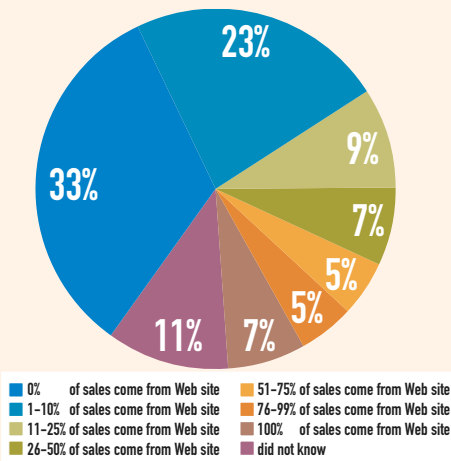


## THE ONLINE IMPACT

A nationwide study of small businesses revealed the integral role an online presence plays, with **78** percent of respondents indicating their company benefits from having a Web site. Credibility, marketing and sales are the areas small and mid-size businesses said are most impacted by having a Web site.

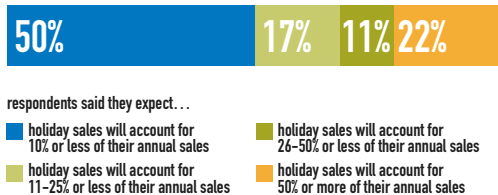


Small and mid-sized businesses already on the Internet are finding it to be an effective business tool, with **56** percent of those surveyed being able to attribute some portion of their annual sales to their online presence.



## E-HOLIDAY RUSH?

**46%** said some portion of their **2003 holiday sales** would be conducted online. Of those expecting online holiday sales...

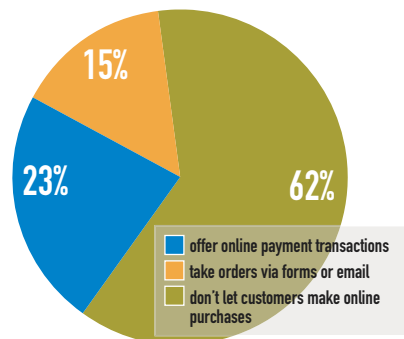


# IT ALL ADDS UP

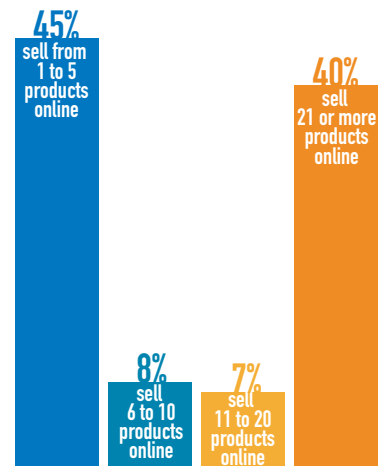
A national study of small & medium size businesses with Web sites

## THE FUTURE OF E-COMMERCE... EXCELLENT

**38%** of respondents say Web site visitors can purchase products or services from their Web site through either online payment transactions, mail forms or e-mail requests. ▼



Of those that do sell products or services online today they either sell a few items or a lot. ▼



Of those who don't currently sell products online **26%** plan to add e-commerce capabilities to their site within the next two years.

## ODDS & ENDS

The majority of small and mid-sized businesses, **68%** use e-mail on a regular basis for customer communications. Within a year **21%** plan to offer online coupons and special online promotions. Of this group, **37%** say they update their Web site more than once a month. And surprisingly **38%** say they are unlikely to do business with companies that do not have a Web site.