## 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.

agreed
with the
statement
that their
Web site
primarily
provides
company
credibility

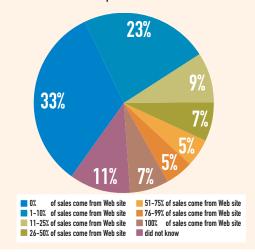
said their Web site is their most powerful marketing tool

said they rely heavily on their Web site to make sales goals

said a
Web site
provided
a critical
building
block for
developing
products

said it helped lower costs

Small and mid-sized businesses already on the Internet are finding it to be an effective business tool, with  $\frac{56}{6}$  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...

50%

17%

11% 22%

respondents said they expect...

- holiday sales will account for 10% or less of their annual sales
- holiday sales will account for 11–25% or less of their annual sales
- holiday sales will account for 26–50% or less of their annual sales holiday sales will account for 50% or more of their annual sales

ADDS UP

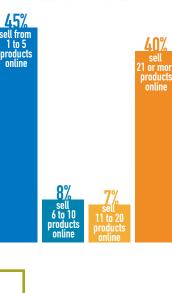
A national study of small & medium size businesses with Web sites

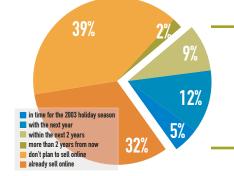
## THE FUTURE OF E-COMMERCE...EXCELLENT

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.



Interland, Inc. (Nasdaq: INLD) is a leading Web hosting and online services company dedicated to helping small and medium businesses achieve success by providing the knowledge, services and tools to build, manage and promote businesses online. Interland offers a wide selection of online services, including standardized Web hosting, e-commerce, application hosting, and Web site development, marketing and optimization tools. For more information about Interland, please visit www.interland.com.

