



Friday August 20, 2010
FOR IMMEDIATE RELEASE

70 Finalists Revealed in Second AMBER Awards for Online Services

The inaugural AMBER Award finalists have been announced today, with 70 companies taking out the honours across 14 categories – seven more than last year. Each AMBER finalist is representative of 'the people's view' as to who are Australia's best online service providers.

The 70 AMBER finalists were selected from a comprehensive field of online businesses that receive the most traffic by Australian visitors. The winners of the AMBERs are established using the combined results of an independent nationwide customer satisfaction survey and expert analysis from an independent online services lab testing facility.

The awards were established to provide an independent yardstick by which to measure and recognise Australia's best mainstream web and mobile services.

"The finalists include, as you'd expect, recognised leaders in their fields such as E*TRADE in Online Trading and eBay in Online Auctions, as well as smaller and newer players such as Credit Union Australia in Online Banking and Pumpkin Patch in Online Retail," said Paul McCarthy, co-founder of the AMBER Awards.

The finalists are now currently being 'lab-tested' to establish how easy their online services are to use - by their own customers and other non-customers.

The lab testing and customer satisfaction scores will then be combined to determine who will be Australia's first AMBER Award winners.

"We believe the AMBERS are helping to establish a new standard in excellence in digital services according to the voice of the Australian public," Mr McCarthy added.

The winners of the inaugural AMBER Awards will be presented at a gala cocktail event at the Museum of Contemporary Art, Sydney on Thursday September 16.



Level 2, 295-301 Pitt Street, Sydney NSW 2000 Australia
T: +61 2 9248 7900 F: +61 2 9248 7950 E: info@aimia.com.au W: www.amberawards.com.au

2ND AMBER AWARDS

AUSTRALIAN AMBER AWARDS FOR EXCELLENCE IN E-SERVICES

Amber Awards Finalists By Category 2010

Category	Website	Parent company
Online Auctions	ebay.com.au	eBay Australia and New Zealand
	graysonline.com	GraysOnline
	gumtree.com	eBay Inc
	oztion.com.au	Jumbuck Entertainment
	tradingpost.com.au	Telstra
Online Banking	bendigobank.com.au	Bendigo and Adelaide Bank
	cua.com.au	Credit Union Australia
	stgeorge.com.au	St George Bank
	suncorpmetway.com.au	Suncorp Bank
	westpac.com.au	Westpac
Online Government	australia.gov.au	Australian Government
	bom.gov.au	Bureau of Meteorology
	centrelink.gov.au	Centrelink
	donotcall.gov.au	Australian Communications & Media Authority
	immi.gov.au	Department of Immigration & Citizenship
Online Insurance	aami.com.au	Suncorp
	allianz.com.au	Allianz Group
	budgetdirect.com.au	A&G Insurance
	hcf.com.au	HCF
	nrma.com.au	Insurance Australia Group
Online Retail (Fashion)	ezibuy.com.au	EziBuy Limited
	pumpkinpatch.com.au	Pumpkin Patch Ltd
	rivers.com.au	Rivers Australia
	vogue.com.au	News Magazines
	witchery.com.au	Witchery Fashions
Online Retail (General)	colesonline.com.au	Wesfarmers
	dealsdirect.com.au	DealsDirect.com.au
	ikea.com	Inter-IKEA Systems B.V
	officeworks.com.au	Wesfarmers
	petersofkensington.com.au	Peter's of Kensington
Online Retail (Media & Entertainment)	bigpondmovies.com	Telstra
	booktopia.com.au	Booktopia Pty Ltd
	dymocks.com.au	Dymocks Group
	fishpond.com.au	Fishpond Ltd
	shop.abc.net.au	ABC Commercial
Online Retail (Technology)	bigbrownbox.com.au	Thorn Group Ltd
	citysoftware.com.au	City Software group
	dell.com.au	Dell Inc
	sony.com.au	Sony Australia
	store.apple.com/au/	Apple Inc

- more -



Level 2, 295-301 Pitt Street, Sydney NSW 2000 Australia
 T: +61 2 9248 7900 F: +61 2 9248 7950 E: info@aimia.com.au W: www.amberawards.com.au

2ND AMBER AWARDS

AUSTRALIAN AMBER AWARDS FOR EXCELLENCE IN E-SERVICES

Amber Awards Finalists By Category 2010

Category	Website	Parent company
Online Travel (Accommodation)	booking.com	Priceline.com
	expedia.com.au	Expedia Inc
	lastminute.com.au	lasminute.com.au
	tripadvisor.com	Expedia Inc
	wotif.com	Wotif.com Holdings
Online Trading	comsec.com.au	Commonwealth Bank
	directshares.com.au	St George Bank
	etrade.com.au	ETRADE Australia Ltd
	macquarie.com.au	Macquarie Bank
	onlineinvesting.westpac.com.au	Westpac
Online Travel (Flights & Car Hire)	emirates.com	Emirates
	qantas.com.au	Qantas
	singaporeair.com	Singapore Airlines
	velocityrewards.com.au	Virgin Blue
	virginblue.com.au	Virgin Blue
Mobile Banking	Mobile Netbank	Commonwealth Bank
	NAB	NAB
	westpac mobile banking	Westpac
	anz mobile banking	ANZ
	Bank Of Queensland	Bank of Queensland
Mobile Commerce	Paypal	eBay inc
	Commsec	Commonwealth Bank
	eBay Mobile	eBay inc
	Dominos	Domino's Pizza Enterprises Ltd
	Pizza Hut Australia	Yum! Brands
Online Services Innovation	originenergy.com.au	Origin Energy Limited
	supercheapauto.com.au	Super Cheap Auto Group Limited
	holden.com.au	GM Holden Ltd
	gio.com.au	Suncorp
	binglee.com.au	Bing Lee Electrics Pty Ltd



Level 2, 295-301 Pitt Street, Sydney NSW 2000 Australia
 T: +61 2 9248 7900 F: +61 2 9248 7950 E: info@aimia.com.au W: www.amberawards.com.au

2ND AMBER AWARDS

AUSTRALIAN AMBER AWARDS FOR EXCELLENCE IN E-SERVICES

What is AMBER?

Australia's AMBER Awards are designed to recognise excellence in eServices in Australia.

AMBER is an independent, consumer-centric award for digital services that combines customer experience and expert usability analysis. Awards are determined based on the results of thorough customer experience testing and analysis of Australia's most used mainstream eCommerce and eService providers.

Who is behind it?

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 on online financial services.

The AMBER Awards are an initiative of Australia's peak body for digital content — the Australian Interactive Media Industry Association. The partners include *Online Banking Review*, TNS, Lightspeed and Access Testing.

When and Where

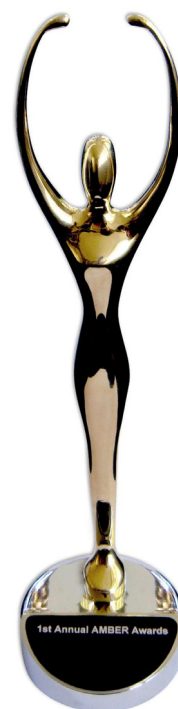
The Inaugural AMBER Awards will be presented at a gala cocktail event at the Museum of Contemporary Art, Sydney on Thursday September 16, 2010.

More information www.amberawards.com.au

For more information please contact:

Charis Palmer
Phone: 0423 156 062
E-mail: cpalmer@onlinebankingreview.com.au

Paul McCarthy
Phone: (02) 9372 8286
Email: paul.mccarthy@services.nsw.gov.au



Level 2, 295-301 Pitt Street, Sydney NSW 2000 Australia
T: +61 2 9248 7900 F: +61 2 9248 7950 E: info@aimia.com.au W: www.amberawards.com.au