

Subject: Congratulations!

Dear BMO Team,

We submitted the BMO Harris Commercial website to the Interactive Media Awards (IMA), in the category of 'Financial Information' after we launched. The IMA recognizes the highest standards of excellence in website design and development and honour organizations for their outstanding achievement – submissions are entered from around the world.

Congratulations!

We are happy to announce that the 'BMO Harris Commercial website' entry into the IMA competition, in the category 'Financial Information', has won the IMA Best in Class Award with an overall score of 494 (out of a possible 500 points). The Best in Class award is the highest honor bestowed by the Interactive Media Awards. It represents the very best in planning, execution and overall professionalism. In order to win this award level, your site had to successfully pass through the IMA's comprehensive judging process, achieving very high marks in each of their judging criteria - an achievement only a fraction of sites in the IMA competition earn each year.

JUDGING SYSTEM & RESULTS (from IMA):

To win an award your entry had to successfully pass through our comprehensive judging system. Our judges utilize a points-based scoring system, which allows each entry to receive a maximum of 500 points. By adhering to the specific guidelines and criteria of this system our judges are able to maintain the highest degree of fairness, accuracy and integrity; competently and effectively evaluate entries; and, deliver clear results.

Your project was scored using five specific criteria, with a score from 0-100 awarded for each criterion. The total of these five scores established your overall score up to a maximum of 500. Websites receiving an overall score between 460 and 479 receive our Outstanding Achievement award.

Websites receiving an overall score between 480 and 500 receive our Best in Class award.

Your individual scores are as follows:

Design: 100

Content: 100

Feature Functionality: 100

Usability: 100

Standards Compliance: 94

Total: 494

In fact the IMA ranked our entry so high that they automatically placed it in the 'Banking' category as well – so technically, the BMO extended team has won 2 **BEST IN CLASS** awards with the IMA.

We were thrilled and honoured to play a part in this project, and looking forward to many more award winning launches!

If you are interested in a certificate or plaques, please let us know and we'll facilitate ordering on your behalf.

Warm regards,
Matt

Matt Cammaert
President

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