

Industry

Website

Awards Sponsor

Shopping and Classifieds

- Apparel and Accessories
- Appliances and Electronics
- Auctions
- Books
- Classifieds
- Computers
- Department Stores
- Flowers and Gifts
- Grocery and Alcohol
- Health and Beauty
- House and Garden
- Music
- Rewards and Directories
- Sport and Fitness
- Toys and Hobbies
- Video and Games

www.passions.com.sg
www.singtelshop.com
sg.auctions.yahoo.com
www.popular.com.sg
sg.classifieds.yahoo.com
www.ap.dell.com
www.mustafa.com.sg
www.noelgifts.com
www.fairprice.com.sg
www.ttshpharmezy.nhg.com.sg
www.ikea.com.sg
www.soundbuzz.com
www.togoparts.com
www.adidas.com
www.toysrus.com.sg
www.gameshop.com.sg

Sports

- Cycling
- Golf
- Soccer

www.togoparts.com
www.esrcc.com.sg
www.sleague.com

Travel

- Agencies
- Destinations and Accommodation
- Maps
- Transport

www.zuji.com
www.visitsingapore.com
www.streetdirectory.com
www.singaporeair.com



The 2007 Winners

The Hitwise Singapore Online Performance Awards celebrate the #1 websites in a variety of industries for 2007. This unique awards program recognises excellence in online performance through public popularity.

Methodology

Measuring the largest number of websites and local Internet users of its kind throughout the course of the year, Hitwise supplies results through its unique collection methodology which has been audited by PricewaterhouseCoopers. Because Hitwise obtains Internet usage data directly from ISPs, the online businesses presented in this awards ceremony have no need to apply in order to win.

Hitwise would like to congratulate the following businesses on their success and on being the most popular website in their category for 2007.

Industry	Website
Automotive	
- Classifieds	www.sgcar mart.com
- Dealerships	www.honda.com.sg
- Manufacturers	www.honda.com.sg
- Motorcycling	www.singaporebikes.com
Aviation	
- Commercial Airlines	www.singaporeair.com
Business and Finance	
- Accountancy	www.acra.gov.sg
- Banks and Financial Institutions	www.dbs.com.sg
- Book Publishers	www.bookworm.com.sg
- Building and Construction	www.bca.gov.sg
- Business Directories	www.yellowpages.com.sg
- Business Information	sg.finance.yahoo.com
- Employment and Training	www.jobstreet.com.sg
- Freight and Storage	www.singpost.com
- Insurance	www.cpf.gov.sg
- IT and Internet	www.convertium.com
- Legal	www.lawnet.com.sg
- Manufacturing and Industrial	www.sembcorp.com.sg
- Marketing	www.marketing-interactive.com
- Primary Industry and Resources	www.shell.com
- Professional Associations	www.sim.edu.sg
- Property	www.hdb.gov.sg
- Stocks and Shares	www.poems.com.sg
- Telecommunications	www.m1.com.sg
- Utilities	www.spservices.com.sg

Industry

Community

- Humanitarian
- Organisations

Website

www.redcross.org.sg
www.couragefund.com.sg

Computers and Internet

- Email Services
- Hardware
- Hosting and Domain Registration
- Portal Frontpages
- Search Engines
- Social Networking and Forums
- Software

mail.yahoo.com.sg
forums.hardwarezone.com.sg
www.hosting.com.sg

sg.yahoo.com
www.google.com.sg
forums.hardwarezone.com.sg
sg.messenger.yahoo.com

Education

- Institutions
- Reference

www.ntu.edu.sg
www.lead.com.sg

Entertainment

- Gambling
- Movies
- Performing Arts
- Photography
- Radio
- Television

www.singaporepools.com.sg
www.gv.com.sg
www.esplanade.com
www.clubsnap.org
www.mediacorpradio.sg
www.channelnewsasia.com

Food and Beverage

- Brands and Manufacturers
- Lifestyle and Reference
- Restaurants and Catering

www.mcdonalds.com.sg
wineanddine.asiaone.com
www.mcdonalds.com.sg

Government

- National

www.ecitizen.gov.sg

Health and Medical

- Hospitals
- Information
- Organisations
- Pharmaceutical and Medical Products
- Primary and Specialist
- Wellbeing

www.alexhosp.com.sg
www.nsc.gov.sg
www.nhg.com.sg
www.abbott.com.sg

www.nhgp.com.sg
www.trueyoga.com.sg

Industry

Lifestyle

- Beauty
- Blogs and Personal Websites
- Childrens sites
- Dating
- Environment
- Family
- Fashion
- Gay and Lesbian
- House and Garden
- Politics
- Religion
- Weddings
- Womens Sites

Website

www.flowerpod.com.sg
www.xiaxue.blogspot.com

www.kidscentral.sg
yh.asia.meetic.com
www.nea.gov.sg
www.singaporemotherhood.com
www.charleskeith.com
www.trevvy.com
www.greenculturesg.com
www.singaporedemocrat.org
www.chc.org.sg
www.singaporebrides.com
forums.cozycot.com

News and Media

- IT Media
- Print

www.hardwarezone.com
www.zaobao.com

