

## 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](http://www.passions.com.sg)  
[www.singtelshop.com](http://www.singtelshop.com)  
[sg.auctions.yahoo.com](http://sg.auctions.yahoo.com)  
[www.popular.com.sg](http://www.popular.com.sg)  
[sg.classifieds.yahoo.com](http://sg.classifieds.yahoo.com)  
[www.ap.dell.com](http://www.ap.dell.com)  
[www.mustafa.com.sg](http://www.mustafa.com.sg)  
[www.noelgifts.com](http://www.noelgifts.com)  
[www.fairprice.com.sg](http://www.fairprice.com.sg)  
[www.ttshpharmezy.nhg.com.sg](http://www.ttshpharmezy.nhg.com.sg)  
[www.ikea.com.sg](http://www.ikea.com.sg)  
[www.soundbuzz.com](http://www.soundbuzz.com)  
[www.togoparts.com](http://www.togoparts.com)  
[www.adidas.com](http://www.adidas.com)  
[www.toysrus.com.sg](http://www.toysrus.com.sg)  
[www.gameshop.com.sg](http://www.gameshop.com.sg)

### Sports

- Cycling
- Golf
- Soccer

[www.togoparts.com](http://www.togoparts.com)  
[www.esrcc.com.sg](http://www.esrcc.com.sg)  
[www.sleague.com](http://www.sleague.com)

### Travel

- Agencies
- Destinations and Accommodation
- Maps
- Transport

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

## Industry

### Community

- Humanitarian
- Organisations

## Website

[www.redcross.org.sg](http://www.redcross.org.sg)  
[www.couragefund.com.sg](http://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](http://mail.yahoo.com.sg)  
[forums.hardwarezone.com.sg](http://forums.hardwarezone.com.sg)  
[www.hosting.com.sg](http://www.hosting.com.sg)

[sg.yahoo.com](http://sg.yahoo.com)  
[www.google.com.sg](http://www.google.com.sg)  
[forums.hardwarezone.com.sg](http://forums.hardwarezone.com.sg)  
[sg.messenger.yahoo.com](http://sg.messenger.yahoo.com)

### Education

- Institutions
- Reference

[www.ntu.edu.sg](http://www.ntu.edu.sg)  
[www.lead.com.sg](http://www.lead.com.sg)

### Entertainment

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

[www.singaporepools.com.sg](http://www.singaporepools.com.sg)  
[www.gv.com.sg](http://www.gv.com.sg)  
[www.esplanade.com](http://www.esplanade.com)  
[www.clubsnap.org](http://www.clubsnap.org)  
[www.mediacorpradio.sg](http://www.mediacorpradio.sg)  
[www.channelnewsasia.com](http://www.channelnewsasia.com)

### Food and Beverage

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

[www.mcdonalds.com.sg](http://www.mcdonalds.com.sg)  
[wineanddine.asiaone.com](http://wineanddine.asiaone.com)  
[www.mcdonalds.com.sg](http://www.mcdonalds.com.sg)

### Government

- National

[www.ecitizen.gov.sg](http://www.ecitizen.gov.sg)

### Health and Medical

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

[www.alexhosp.com.sg](http://www.alexhosp.com.sg)  
[www.nsc.gov.sg](http://www.nsc.gov.sg)  
[www.nhg.com.sg](http://www.nhg.com.sg)  
[www.abbott.com.sg](http://www.abbott.com.sg)

[www.nhgp.com.sg](http://www.nhgp.com.sg)  
[www.trueyoga.com.sg](http://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](http://www.flowerpod.com.sg)  
[www.xiaxue.blogspot.com](http://www.xiaxue.blogspot.com)

[www.kidscentral.sg](http://www.kidscentral.sg)  
[yh.asia.meetic.com](http://yh.asia.meetic.com)  
[www.nea.gov.sg](http://www.nea.gov.sg)  
[www.singaporemotherhood.com](http://www.singaporemotherhood.com)  
[www.charleskeith.com](http://www.charleskeith.com)  
[www.trevvy.com](http://www.trevvy.com)  
[www.greenculturesg.com](http://www.greenculturesg.com)  
[www.singaporedemocrat.org](http://www.singaporedemocrat.org)  
[www.chc.org.sg](http://www.chc.org.sg)  
[www.singaporebrides.com](http://www.singaporebrides.com)  
[forums.cozycot.com](http://forums.cozycot.com)

### News and Media

- IT Media
- Print

[www.hardwarezone.com](http://www.hardwarezone.com)  
[www.zaobao.com](http://www.zaobao.com)

