

State of Authentication & the Internet Trust Ecosystem™

Appendix OTA Online Safety Honor Roll

Fortune 500
Internet Retail 500
Top 100 Financial Institutions
OTA Members

Leading Brands Committed to Consumer Trust
*Supporting Email Authentication Standards
& Extended Validation SSL Certificates*

April 2010



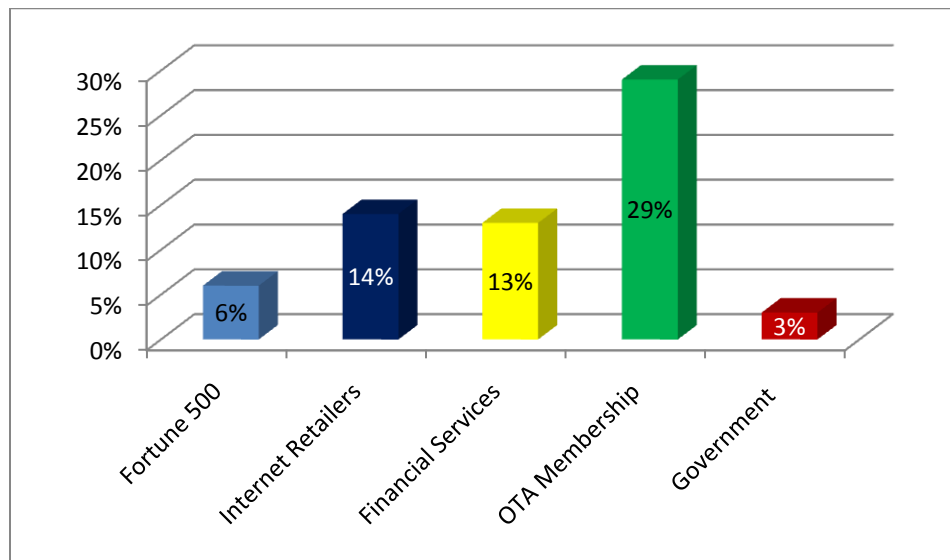
METHODOLOGY

This paper is based on research conducted by OTA and its members between March 10, 2010 and April 4, 2010 and is a follow-up to related studies completed since March 2007.¹

Analysis conducted for this paper includes:

- Internet Retailer top 500 brands as measured by revenue.
- Top financial services providers as reported by Federal Deposit Insurance Corporation, American Banking Association and/or the BITS Financial Services Round Table.
- Leading US government Agencies (based on consumer-facing presence, web traffic, and previous exposure to phishing exploits).
- Fortune 500 as reported by Fortune Magazine for year ending 2009.
- Limitations – Sampled companies may be utilizing other technologies not observed or sampled for authenticating domains or sub-domains.
- Analysis of adoption of EV SSL certificates only included those sites which had log-on access or provided data collection forms. Of the top 100 financial services businesses, 23 of the 100 were not included, 11 of the top Internet Retailers 500, 212 of the Fortune 500, 15 of the Government sites and 5 OTA members were omitted from the analysis.
- For the complete report and related resources <https://OTAlliance.org/resources/>

2010 OTA Online Safety Honor Roll – By Segment



¹ https://otalliance.org/news/F500leaders3_6.html

OTA Honor Roll - Business Adoption of Best Practices					
Company	Domain	Fortune 500	Internet Retail 500	FI 100	OTA Member
Action Envelope	actionenvelope.com		✓		
Adorama Camera Inc.	adorama.com		✓		
Aetna	aetna.com	✓			
Allianz Life Insurance Company of NA	allianzlife.com			✓	
American Express	americanexpress.com	✓			
AmericaRX.com	AmericaRX.com		✓		
AmeriMark Direct LLC	amerimark.com		✓		
Apple	apple.com	✓	✓		
Associated Banc-Corp	associatedbank.com			✓	
AutoZone	autozone.com	✓	✓		
Bank of America Corp.	bankofamerica.com	✓		✓	
BB&T Corp.	bbt.com	✓		✓	
Beach Audio Inc.	beachaudio.com		✓		
Bealls Inc.	beallsflorida.com		✓		
BikeBandit.com	Bikebandit.com		✓		
Blue Nile Inc.	bluenile.com		✓		
Bluefly Inc.	bluefly.com		✓		
Books-A-Millon	booksamillion.com		✓		
Boot Barn Inc.	bootbarn.com		✓		
Brightpoint	brightpoint.com	✓			
Brookstone Inc.	brookstone.com		✓		
Buy.com Inc.	buy.com		✓		
Cablevision Systems	cablevision.com	✓			
Calendars.com LLC	calendars.com		✓		
Capital One Financial	capitalone.com	✓			
CenterPoint Energy	centerpointenergy.com	✓			
Charles Schwab	schwab.com	✓		✓	
Children's Wear Digest Inc.	cwdkids.com		✓		
Circuit City Stores	circuitcity.com	✓	✓		
Cisco Systems	cisco.com	✓			✓
Citigroup	citigroup.com	✓		✓	
Commerce Bancshares, Inc.	commercebank.com			✓	
Computer Geeks	geeks.com		✓		
Continental Airlines	continental.com	✓			
CVS Caremark	cvs.com	✓	✓		
Cymax Stores Inc.	cymaxstores.com		✓		
Deere	deere.com	✓			
DigiCert	digicert.com				✓
DirecTV Group	directv.com	✓			
Discount Dance Supply	discountdance.com		✓		
Discount Ramps.com LLC	discounttramps.com		✓		
DiscountOfficeItems.com	DiscountOfficeItems.com		✓		
Dyscern LLC	dyscern.com		✓		
eBags.com	ebags.com				
eBay	ebay.com	✓		✓	✓
eCOST.com Inc.	ecost.com		✓		
Entertainment Earth Inc.	entertainmentearth.com		✓		
FansEdge Inc.	fansedge.com		✓		
Fifth Third Bancorp	53.com	✓		✓	
FirstStreet	firststreetonline.com		✓		
Football Fanatics Inc.	footballfanatics.com		✓		
FragranceNet.com Inc.	fragrancenet.com		✓		
Freddie Mac	freddiemac.com	✓			
FreshDirect LLC	freshdirect.com		✓		
GameFly Inc.	gamefly.com		✓		
GameStop	gamestop.com	✓	✓		

OTA Honor Roll - Business Adoption of Best Practices					
Company	Domain	Fortune 500	Internet Retail 500	FI 100	OTA Member
General Electric	ge.com	✓			
GiftTree.com	GiftTree.com		✓		
GoDaddy	godaddy.com				✓
Golfsmith International Holdings Inc.	golfsmith.com		✓		
Hickory Farms Inc.	hickoryfarms.com		✓		
Hot Topic Inc.	hottopic.com		✓		
HSBC North America Holdings, (w/ Household)	hsbc.com			✓	
Ice.com Inc.	ice.com		✓		
iHerb Inc.	iherb.com		✓		
J&R Electronics Inc.	jr.com		✓		
J.P. Morgan Chase & Co.	jpmchase.com	✓			
Jeffers Inc.	jefferspet.com		✓		
JBuckley.com	jjbuckley.com		✓		
M&T Bank Corporation (w/ Allfirst Financial)	mtb.com			✓	
Manufacturers Resource Network	www.mrn.com		✓		
MarkMonitor	markmonitor.com				✓
MGM Mirage	mgmmirage.com	✓			
Microsoft	microsoft.com	✓			✓
Motorcycle Superstore Inc.	motorcycle-superstore.com		✓		
Mountain Equipment Co-op	mec.ca		✓		
NetShops Inc.	netshops.com		✓		
Newegg Inc.	newegg.com		✓		
Online Sports	onlinesports.com		✓		
OTA	otalliance.org				✓
Overstock.com Inc.	overstock.com		✓		
PayPal	paypal.com			✓	✓
PersonalizationMall.com	personalizationmall.com		✓		
PetMed Express Inc.	1800petmeds.com		✓		
PNC Financial Services Group, (w/ Riggs, Merc	pnc.com	✓		✓	
Replacements Ltd.	replacements.com		✓		
Reputy	Reputy-europe.com				✓
Return Path	Returnpath.net				✓
Scentiments.com	Scentiments.com		✓		
Sears Holdings Corp.	sears.com		✓		
Sheet Music Plus LLC	sheetmusicplus.com		✓		
Sheplers Inc.	sheplers.com		✓		
ShoppersChoice.com LLC	shopperschoice.com		✓		
Sonic Electronix	sonicelectronix.com		✓		
Sovereign Bancorp (Banco Santander)	sovereignbank.com			✓	
Symantec	symantec.com	✓			✓
Systemax Inc.	tigerdirect.com		✓		
Tech Data	techdata.com	✓			
Tech for Less LLC	techforless.com		✓		
The Buckle Inc.	buckle.com		✓		
The Orvis Co. Inc.	orvis.com		✓		
The Pfaltzgraff Co.	pfaltzgraff.com		✓		
Things Remembered	thingsremembered.com		✓		
ToolBarn.com Inc.	ToolBarn.com		✓		
Travelers Cos.	travelers.com	✓			
US Airways Group	usaa.com	✓			
VeriSign	verisign.com				✓
Working Persons Enterprises Inc.	workingperson.com		✓		
YOOX Group	yoox.com		✓		
Your Electronic Warehouse	4electronicwarehouse.com		✓		
Zazzle.com Inc.	zazzle.com		✓		