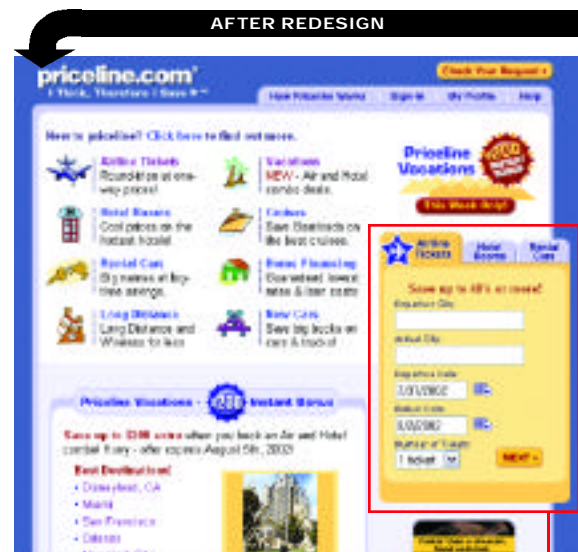


Priceline.com

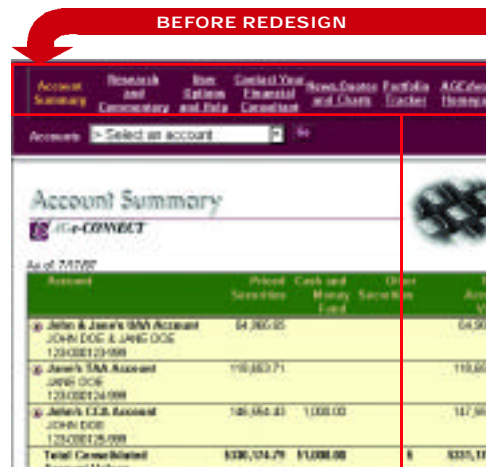


Priceline.com's old interface asked for information about a visitor's trip, including the state to be visited, mode of transportation and type of accommodation.



In the new interface, Priceline.com has lowered the barriers to entry. The new feature simply asks customers where they are going and when.

AGEdwards.com



Clients didn't always understand the terminology A.G. Edwards used on the old page.

The new version of the client home page is consistent with the look of the A.G. Edwards home page. It now contains "tip of the iceberg" views of other sections on the home page.



To make the site more personal, names, photos and contact information for financial consultants were added.

Terminology has been tweaked over time to make it more intuitive.