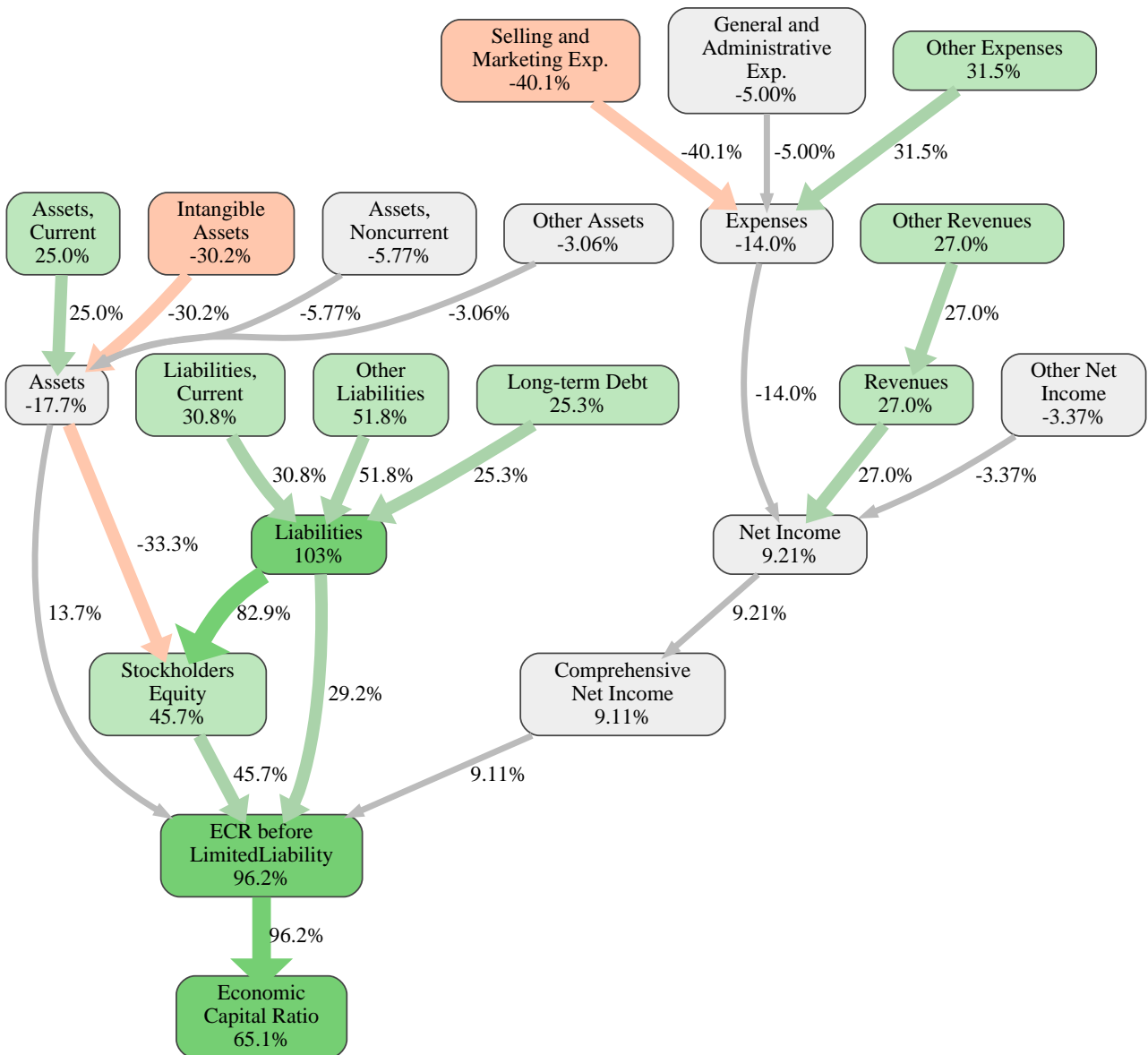




RealRate

# SERVICES-PREPACKAGED SOFTWARE 2012

Rosetta Stone INC  
Rank 61 of 139





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The relative strengths and weaknesses of Rosetta Stone INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Rosetta Stone INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 103% points. The greatest weakness of Rosetta Stone INC is the variable Selling and Marketing Exp., reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 444%, being 65% points above the market average of 379%.

Input Variable	Value in 1000 USD
Assets, Current	200,765
Assets, Noncurrent	1,803
General and Administrative Exp.	62,031
Intangible Assets	45,706
Liabilities, Current	103,280
Long-term Debt	176
Other Assets	8,038
Other Compr. Net Income	0
Other Expenses	41,136
Other Liabilities	2,520
Other Net Income	439
Other Revenues	268,449
Property, Plant and Equipment, Net	20,869
Research and Development Exp.	24,218
Selling and Marketing Exp.	161,491

Output Variable	Value in 1000 USD
Liabilities	105,976
Assets	277,181
Expenses	288,876
Revenues	268,449
Stockholders Equity	171,205
Net Income	-19,988
Comprehensive Net Income	-19,988
BaseVar	470,460
ECR before LimitedLiability	284%
Economic Capital Ratio	444%