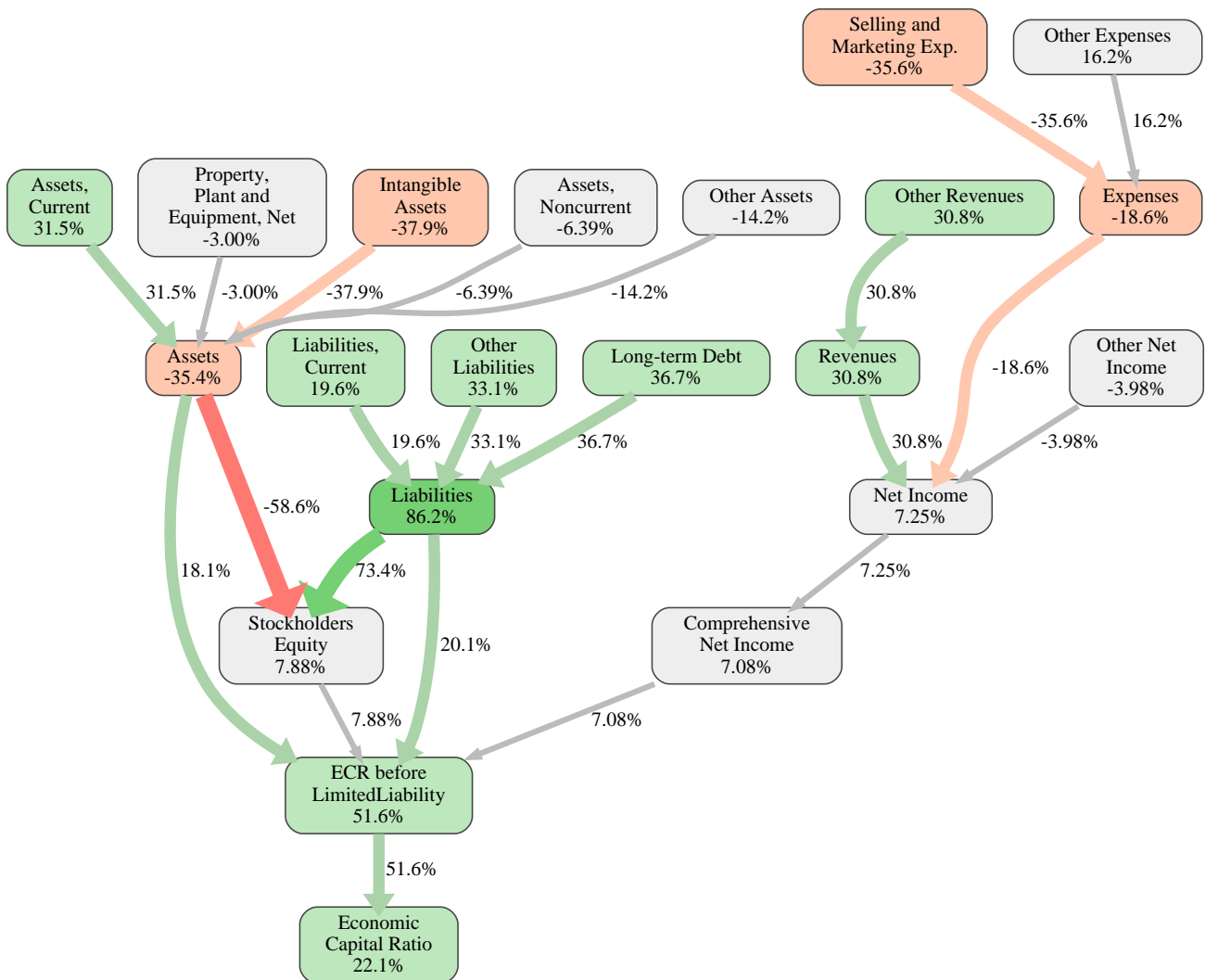




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The relative strengths and weaknesses of Rosetta Stone INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Rosetta Stone INC compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 86% points. The greatest weakness of Rosetta Stone INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 38% points.

The company's Economic Capital Ratio, given in the ranking table, is 397%, being 22% points above the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	211,177
Assets, Noncurrent	1,484
General and Administrative Exp.	55,262
Intangible Assets	45,721
Liabilities, Current	118,476
Long-term Debt	155
Other Assets	260
Other Compr. Net Income	359
Other Expenses	78,901
Other Liabilities	12,621
Other Net Income	190
Other Revenues	273,241
Property, Plant and Equipment, Net	17,213
Research and Development Exp.	23,453
Selling and Marketing Exp.	151,646

Output Variable	Value in 1000 USD
Liabilities	131,252
Assets	275,855
Expenses	309,262
Revenues	273,241
Stockholders Equity	144,603
Net Income	-35,831
Comprehensive Net Income	-35,472
BaseVar	495,080
ECR before LimitedLiability	217%
Economic Capital Ratio	397%