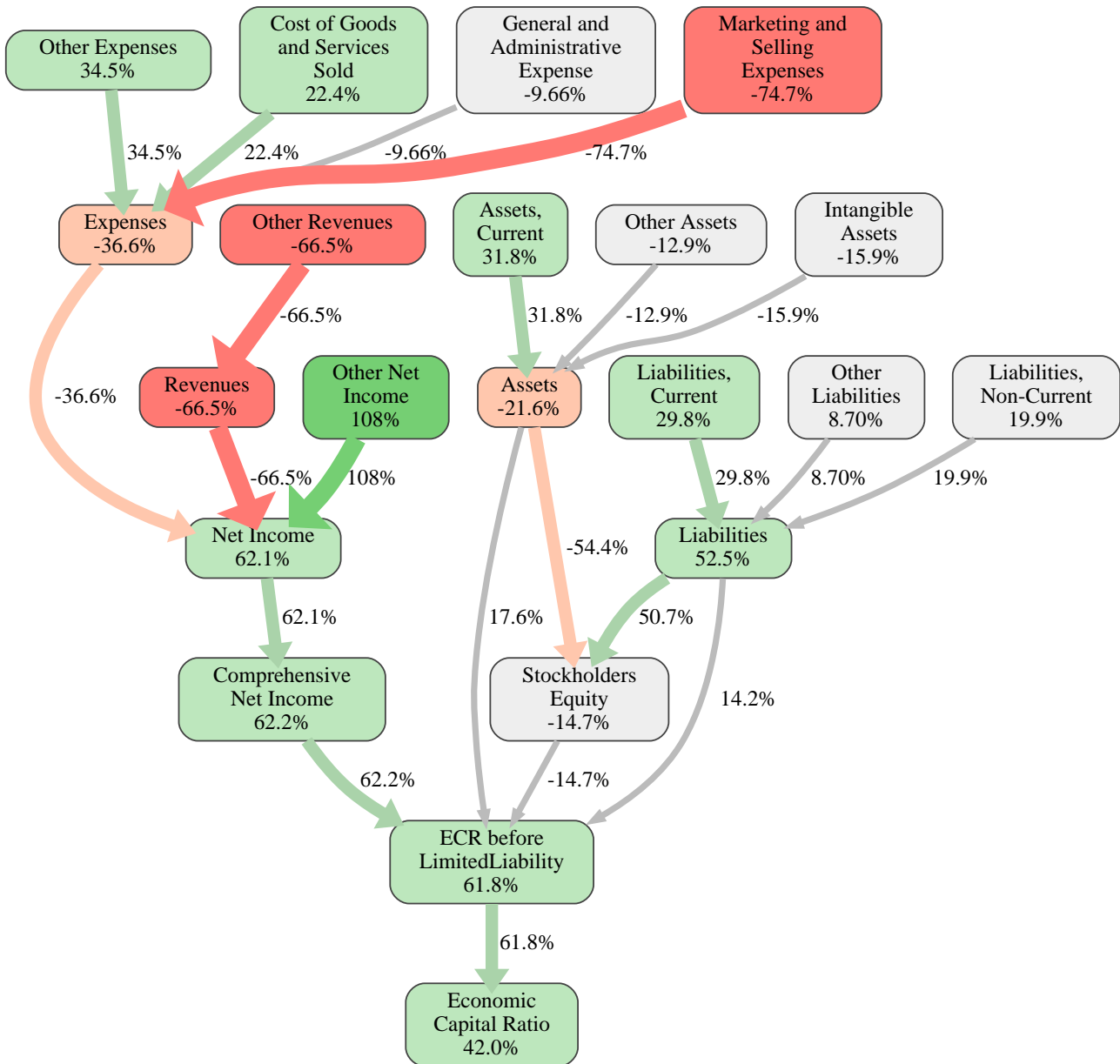




RealRate

ADVERTISING 2012

TRAVELZOO
Rank 6 of 19





The relative strengths and weaknesses of TRAVELZOO 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 TRAVELZOO compared to the market average is the variable Other Net Income, increasing the Economic Capital Ratio by 108% points. The greatest weakness of TRAVELZOO is the variable Marketing and Selling Expenses, reducing the Economic Capital Ratio by 75% points.

The company's Economic Capital Ratio, given in the ranking table, is 131%, being 42% points above the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	59,864
Assets, Non-Current	344
Cost of Goods and Services Sold	0
General and Administrative Expense	34,547
Intangible Assets	0
Liabilities, Current	30,603
Liabilities, Non-Current	0
Marketing and Selling Expenses	65,490
Other Assets	4,583
Other Compr. Net Income	0
Other Expenses	32,005
Other Liabilities	0
Other Net Income	134,978
Other Revenues	383
Property, Plant and Equipment	3,557

Output Variable	Value in 1000 USD
Assets	68,348
Liabilities	30,603
Expenses	132,042
Revenues	383
Stockholders Equity	37,745
Net Income	3,319
Comprehensive Net Income	3,319
BaseVar	183,177
ECR before LimitedLiability	66%
Economic Capital Ratio	131%