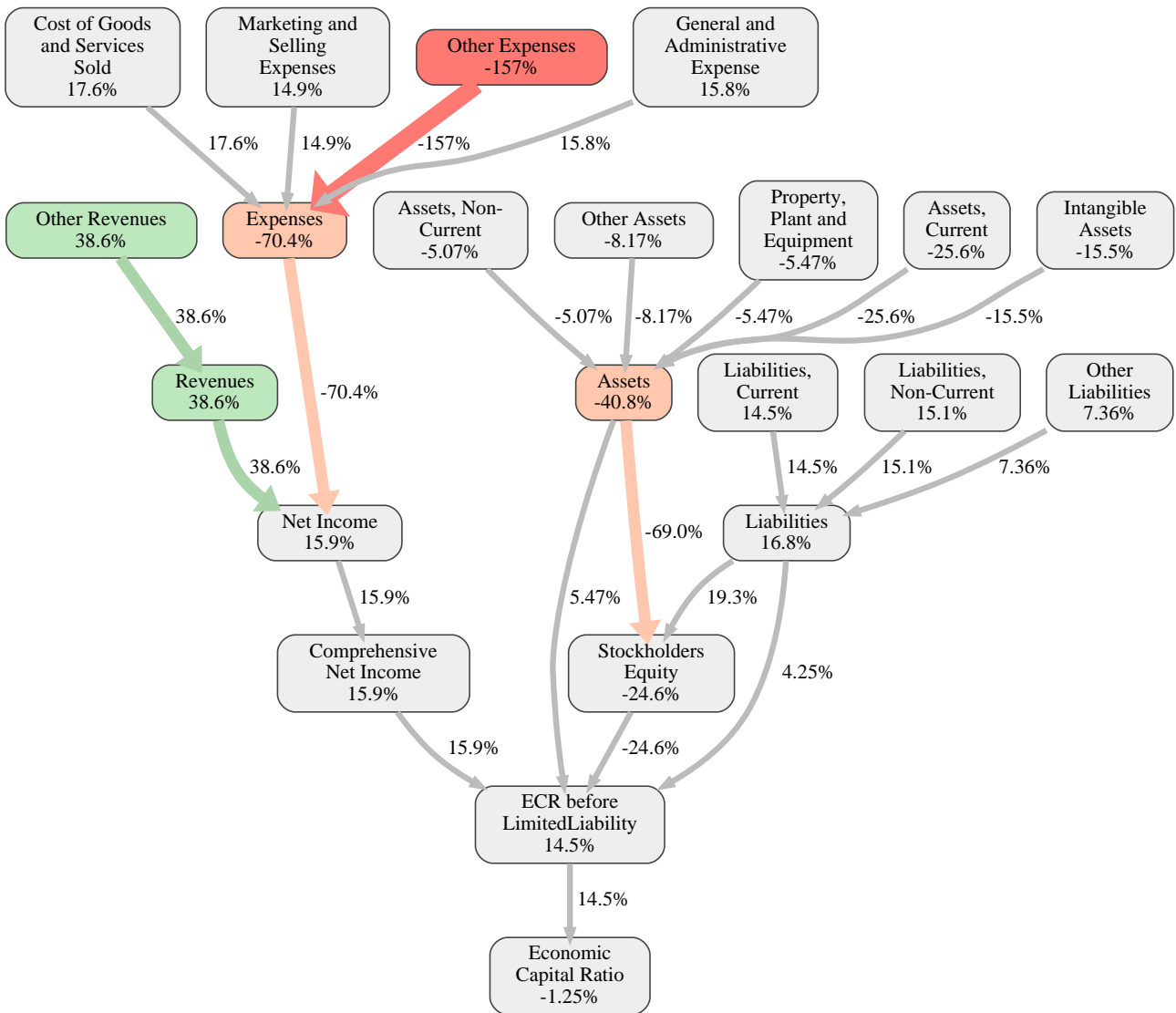




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Inuvo Inc  
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The relative strengths and weaknesses of Inuvo Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the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

The greatest strength of Inuvo Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 39% points. The greatest weakness of Inuvo Inc is the variable Other Expenses, reducing the Economic Capital Ratio by 157% points.

The company's Economic Capital Ratio, given in the ranking table, is 83%, being 1.2% points below the market average of 84%.

Input Variable	Value in 1000 USD
Assets, Current	15,645
Assets, Non-Current	78
Cost of Goods and Services Sold	12,034
General and Administrative Expense	5,545
Intangible Assets	14,662
Liabilities, Current	17,983
Liabilities, Non-Current	835
Marketing and Selling Expenses	0
Other Assets	18
Other Compr. Net Income	0
Other Expenses	72,004
Other Liabilities	-97
Other Net Income	0
Other Revenues	83,821
Property, Plant and Equipment	1,793

Output Variable	Value in 1000 USD
Assets	32,196
Liabilities	18,721
Expenses	89,582
Revenues	83,821
Stockholders Equity	13,475
Net Income	-5,762
Comprehensive Net Income	-5,762
BaseVar	112,160
ECR before LimitedLiability	15%
Economic Capital Ratio	83%