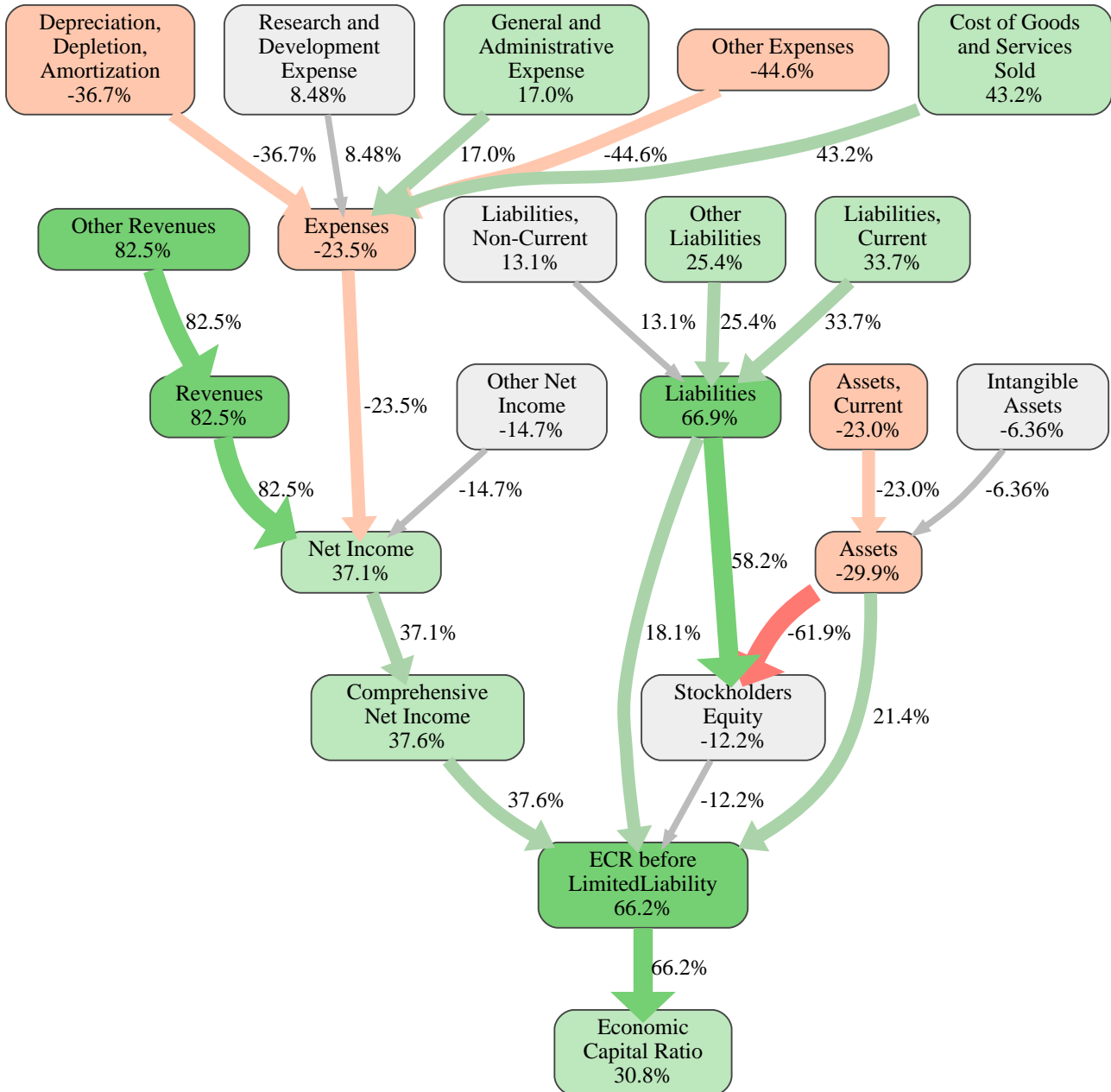




RealRate

# DATA PROCESSING 2012

## Internet America INC Rank 15 of 38





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## Internet America INC Rank 15 of 38

The relative strengths and weaknesses of Internet America 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 Internet America INC compared to the market average is the variable Revenues, increasing the Economic Capital Ratio by 83% points. The greatest weakness of Internet America INC is the variable Other Expenses, reducing the Economic Capital Ratio by 45% points.

The company's Economic Capital Ratio, given in the ranking table, is 263%, being 31% points above the market average of 232%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	2,130	Assets	5,794
Assets, Non-Current	1,423	Liabilities	2,258
Cost of Goods and Services Sold	0	Expenses	7,240
Depreciation, Depletion, Amortization	1,419	Revenues	6,979
General and Administrative Expense	0	Stockholders Equity	3,536
Intangible Assets	2,037	Net Income	-303
Liabilities, Current	1,723	Comprehensive Net Income	-303
Liabilities, Non-Current	535	BaseVar	14,722
Other Assets	204	ECR before LimitedLiability	121%
Other Compr. Net Income	0	Economic Capital Ratio	263%
Other Expenses	4,310		
Other Liabilities	0		
Other Net Income	-42		
Other Revenues	6,979		
Research and Development Expense	0		
Selling Expense	1,511		