



The relative strengths and weaknesses of AOL 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 AOL Inc. compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 65% points. The greatest weakness of AOL Inc. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 63% points.

The company's Economic Capital Ratio, given in the ranking table, is 313%, being 81% points above the market average of 232%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	809,600	Assets	2,825,000
Assets, Non-Current	557,000	Liabilities	652,400
Cost of Goods and Services Sold	1,584,400	Expenses	2,183,900
Depreciation, Depletion, Amortization	0	Revenues	2,202,100
General and Administrative Expense	0	Stockholders Equity	2,172,600
Intangible Assets	1,199,200	Net Income	13,100
Liabilities, Current	514,800	Comprehensive Net Income	13,100
Liabilities, Non-Current	0	BaseVar	5,032,025
Other Assets	259,200	ECR before LimitedLiability	190%
Other Compr. Net Income	0	Economic Capital Ratio	313%
Other Expenses	159,500		
Other Liabilities	137,600		
Other Net Income	-5,100		
Other Revenues	2,202,100		
Research and Development Expense	0		
Selling Expense	440,000		