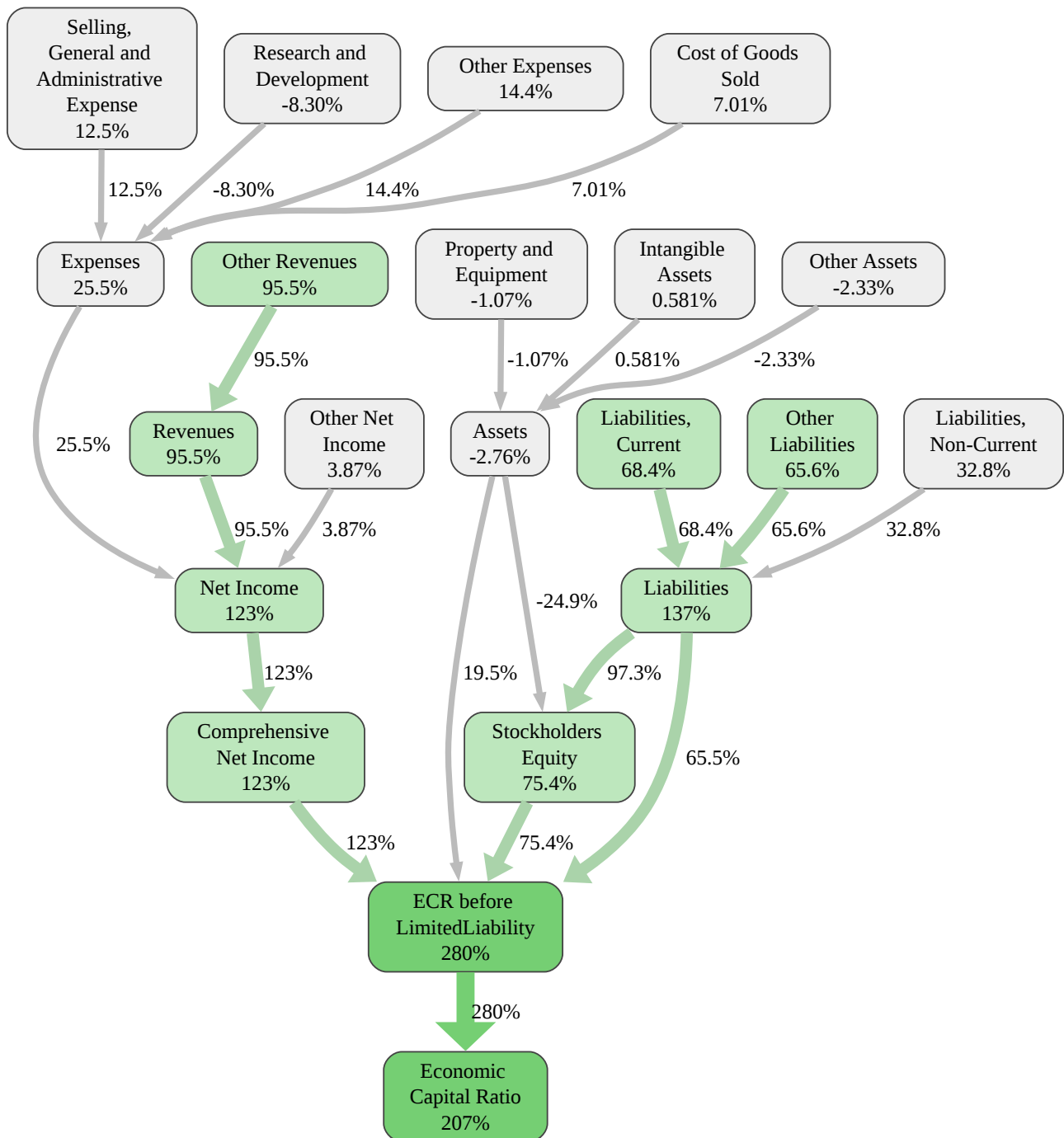




The relative strengths and weaknesses of Direct CORP are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Direct CORP compared to the market average is the variable Liabilities, increasing the Economic Capital Ratio by 137% points. The greatest weakness of Direct CORP is the variable Research and Development, reducing the Economic Capital Ratio by 8.3% points.

The company's Economic Capital Ratio, given in the ranking table, is 427%, being 207% points above the market average of 220%.

Input Variable	Value in 1000 USD
Assets, Current	36,355
Cost of Goods Sold	0
Intangible Assets	6,435
Liabilities, Current	6,927
Liabilities, Non-Current	0
Other Assets	688
Other Compr. Net Income	1.0
Other Expenses	4,654
Other Liabilities	0
Other Net Income	144
Other Revenues	53,070
Property and Equipment	2,457
Research and Development	20,265
Selling, General and Administrative Expense	12,095

Output Variable	Value in 1000 USD
Assets	45,935
Liabilities	6,927
Expenses	37,014
Revenues	53,070
Stockholders Equity	39,008
Net Income	16,200
Comprehensive Net Income	16,200
BaseVar	71,546
ECR before Limited Liability	383%
Economic Capital Ratio	427%