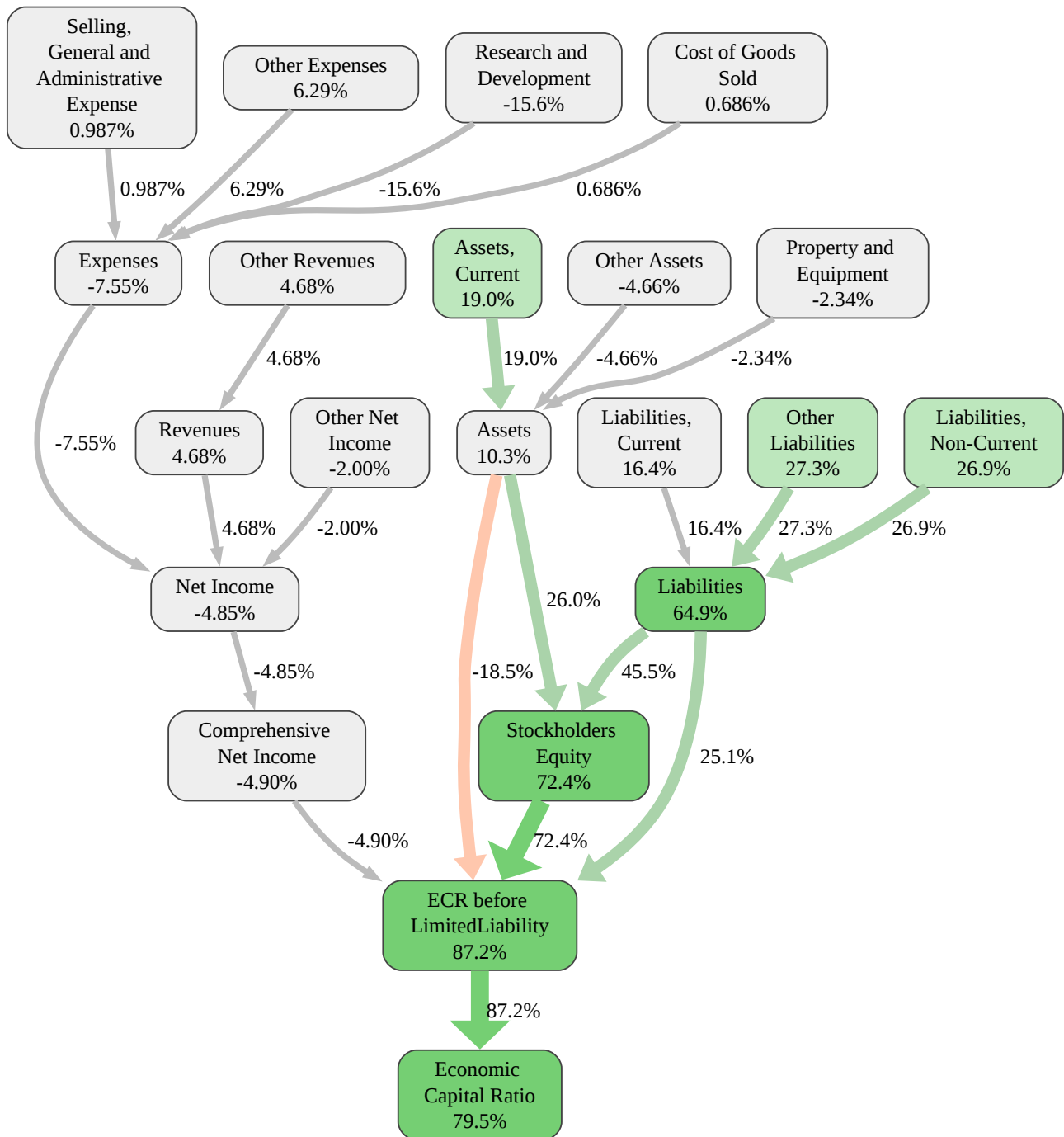




The relative strengths and weaknesses of Direct CORP are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Direct CORP compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 72% points. The greatest weakness of Direct CORP is the variable Research and Development, reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 355%, being 80% points above the market average of 275%.

Input Variable	Value in 1000 USD
Assets, Current	81,737
Cost of Goods Sold	1,955
Intangible Assets	6,169
Liabilities, Current	10,056
Liabilities, Non-Current	0
Other Assets	3,857
Other Compr. Net Income	-5.0
Other Expenses	0
Other Liabilities	0
Other Net Income	-1,992
Other Revenues	13,977
Property and Equipment	227
Research and Development	31,846
Selling, General and Administrative Expense	14,449

Output Variable	Value in 1000 USD
Assets	91,990
Liabilities	10,056
Expenses	48,250
Revenues	13,977
Stockholders Equity	81,934
Net Income	-36,265
Comprehensive Net Income	-36,268
BaseVar	83,135
ECR before LimitedLiability	279%
Economic Capital Ratio	355%