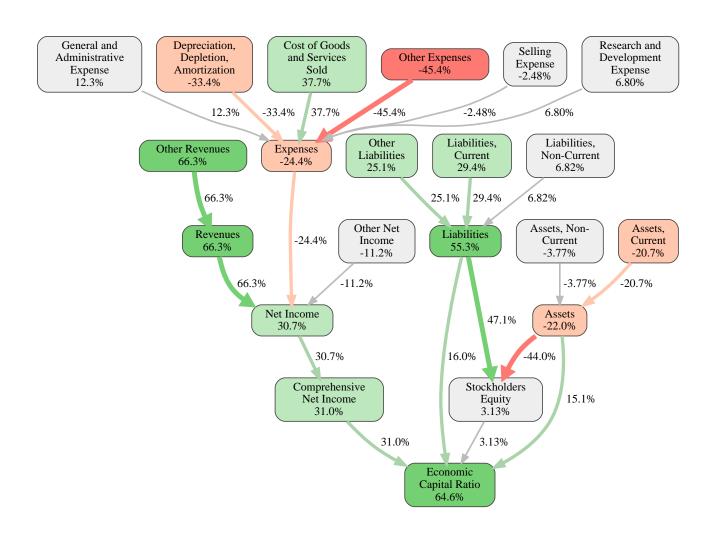


DATA PROCESSING 2012

Internet America INC Rank 14 of 34





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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 Other Revenues, increasing the Economic Capital Ratio by 66% 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 97%, being 65% points above the market average of 32%.

Input Variable	Value in 1000 USD
Assets, Current	2,130
Assets, Non-Current	1,423
Cost of Goods and Services Sold	0
Depreciation, Depletion, Amortization	1,419
General and Administrative Expense	0
Intangible Assets	2,037
Liabilities, Current	1,723
Liabilities, Non-Current	535
Other Assets	204
Other Compr. Net Income	0
Other Expenses	4,310
Other Liabilities	0
Other Net Income	-42
Other Revenues	6,979
Research and Development Expense	0
Selling Expense	1,511

Output Variable	Value in 1000 USD
Assets	5,794
Liabilities	2,258
Expenses	7,240
Revenues	6,979
Stockholders Equity	3,536
Net Income	-303
Comprehensive Net Income	-303
Economic Capital Ratio	97%

