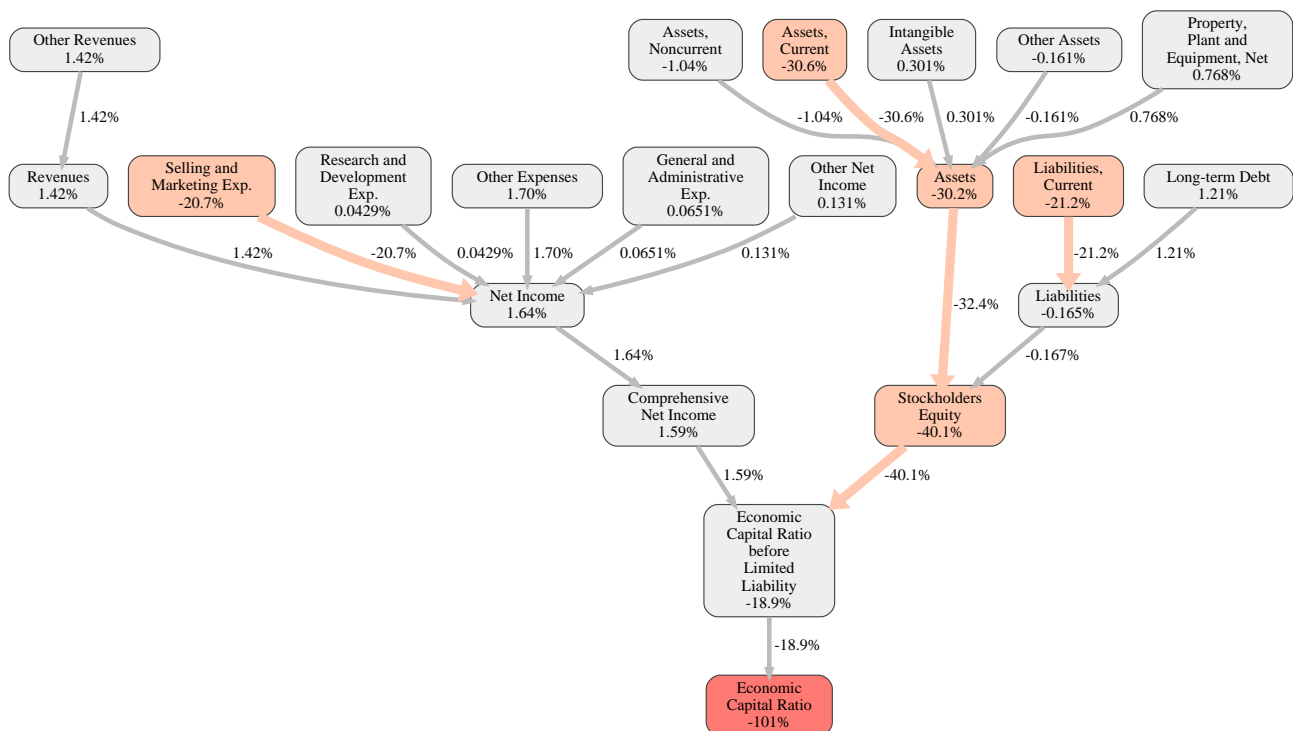




RealRate

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Rosetta Stone INC
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The relative strengths and weaknesses of Rosetta Stone 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 Rosetta Stone INC compared to the market average is the variable Other Expenses, increasing the Economic Capital Ratio by 1.7% points. The greatest weakness of Rosetta Stone INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 40% points.

The company's Economic Capital Ratio, given in the ranking table, is 212%, being 101% points below the market average of 313%.

Input Variable	Value in 1000 USD
Assets, Current	93,050
Assets, Noncurrent	1,318
General and Administrative Exp.	40,501
Intangible Assets	71,004
Liabilities, Current	158,749
Long-term Debt	1,384
Other Assets	4,143
Other Compr. Net Income	-1,483
Other Expenses	42,395
Other Liabilities	35,836
Other Net Income	1,873
Other Revenues	194,089
Property, Plant and Equipment, Net	24,795
Research and Development Exp.	26,273
Selling and Marketing Exp.	114,340

Output Variable	Value in 1000 USD
Liabilities	195,969
Assets	194,310
Expenses	223,509
Revenues	194,089
Stockholders Equity	-1,659
Net Income	-27,547
Comprehensive Net Income	-29,030
Economic Capital Ratio before Limited Liability	-18%
Economic Capital Ratio	212%