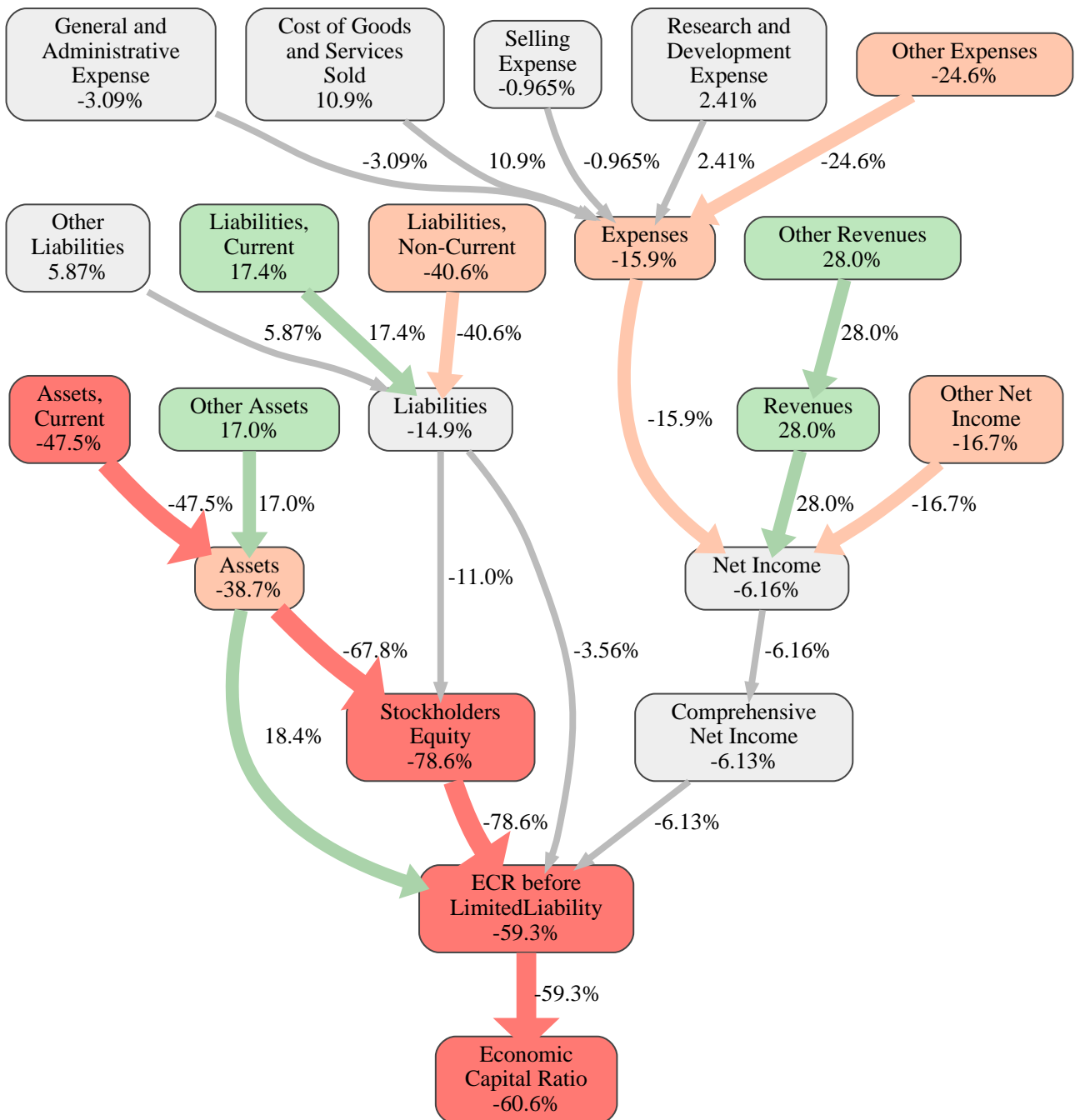




RealRate

PROGRAMMING 2011

United Online INC
Rank 9 of 11





RealRate

PROGRAMMING 2011

United Online INC Rank 9 of 11

The relative strengths and weaknesses of United Online 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 United Online INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 28% points. The greatest weakness of United Online INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 79% points.

The company's Economic Capital Ratio, given in the ranking table, is 238%, being 61% points below the market average of 299%.

Input Variable	Value in 1000 USD
Assets, Current	192,755
Assets, Non-Current	13,326
Cost of Goods and Services Sold	0
General and Administrative Expense	112,041
Intangible Assets	0
Lease Assets	0
Lease Liability	0
Liabilities, Current	212,112
Liabilities, Non-Current	274,900
Other Assets	786,077
Other Compr. Net Income	-6,665
Other Expenses	581,085
Other Liabilities	50,665
Other Net Income	2,125
Other Revenues	920,553
Property Plant and Equipment	0
Research and Development Expense	0
Selling Expense	175,865

Output Variable	Value in 1000 USD
Assets	992,158
Liabilities	537,677
Expenses	868,991
Revenues	920,553
Stockholders Equity	454,481
Net Income	53,687
Comprehensive Net Income	47,022
BaseVar	1,664,084
ECR before LimitedLiability	144%
Economic Capital Ratio	238%