

CAPELLA EDUCATION NDQ--CPLA

RECENT PRICE **54.86**

TRAILING P/E RATIO **16.0**

RELATIVE P/E RATIO **0.92**

DIV'D YLD **Nil**

VALUE LINE

RANKS

PERFORMANCE **3** Average

Technical **3** Average

SAFETY **3** Average

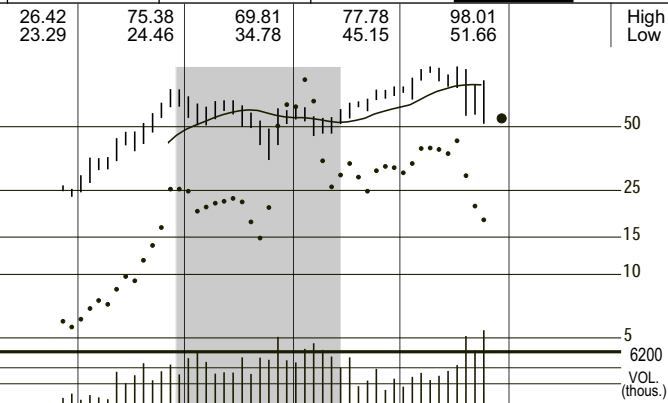
BETA .65 (1.00 = Market)

LEGENDS

— 12 Mos Mov Avg

... Rel Price Strength

Shaded area indicates recession



Financial Strength **B++**

Price Stability **55**

Price Growth Persistence **NMF**

Earnings Predictability **NMF**

© VALUE LINE PUBLISHING, INC.	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011/2012
SALES PER SH	--	--	--	--	11.24	13.03	16.34	19.96	--	
"CASH FLOW" PER SH	--	--	--	--	1.35	1.88	2.46	3.41	--	
EARNINGS PER SH	--	--	--	--	1.06	1.33	1.66	2.51	3.64^{A,B}	4.09^C/NA
DIV'DS DECL'D PER SH	--	--	--	--	--	--	--	--	--	
CAP'L SPENDING PER SH	--	--	--	--	.96	.93	.86	.98	--	
BOOK VALUE PER SH	--	--	--	--	5.86	9.04	8.45	10.99	--	
COMMON SHS OUTST'G (MILL)	--	--	--	--	16.00	17.36	16.67	16.76	--	
AVG ANN'L P/E RATIO	--	--	--	--	23.3	35.0	33.3	24.3	15.1	13.4/NA
RELATIVE P/E RATIO	--	--	--	--	1.26	1.86	2.00	1.62	--	
AVG ANN'L DIV'D YIELD	--	--	--	--	--	--	--	--	--	
SALES (\$MILL)	--	--	117.7	149.2	179.9	226.2	272.3	334.6	--	Bold figures are consensus earnings estimates and, using the recent prices, P/E ratios.
OPERATING MARGIN	--	--	13.0%	14.3%	14.5%	17.6%	19.2%	23.4%	--	
DEPRECIATION (\$MILL)	--	--	5.5	6.5	8.2	9.8	12.2	14.5	--	
NET PROFIT (\$MILL)	--	--	18.8	10.3	13.4	22.8	28.8	42.7	--	
INCOME TAX RATE	--	--	--	40.3%	39.9%	34.6%	34.8%	35.6%	--	
NET PROFIT MARGIN	--	--	16.0%	6.9%	7.5%	10.1%	10.6%	12.8%	--	
WORKING CAP'L (\$MILL)	--	--	37.9	53.8	69.2	129.4	113.4	156.2	--	
LONG-TERM DEBT (\$MILL)	--	--	.0	--	.0	--	--	--	--	
SHR. EQUITY (\$MILL)	--	--	57.6	72.1	93.7	156.9	140.8	184.3	--	
RETURN ON TOTAL CAP'L	--	--	32.6%	14.2%	14.3%	14.5%	20.4%	23.2%	--	
RETURN ON SHR. EQUITY	--	--	32.6%	14.2%	14.3%	14.5%	20.4%	23.2%	--	
RETAINED TO COM EQ	--	--	--	464.2%	14.3%	14.5%	20.4%	23.2%	--	
ALL DIV'DS TO NET PROF	--	--	--	--	--	--	--	--	--	

^ANo. of analysts changing earn. est. in last 20 days: 0 up, 0 down, consensus 5-year earnings growth 19.9% per year. ^BBased upon 18 analysts' estimates. ^CBased upon 18 analysts' estimates.

ANNUAL RATES		
of change (per share)	5 Yrs.	1 Yr.
Sales	--	22.0%
"Cash Flow"	--	38.5%
Earnings	--	51.0%
Dividends	--	--
Book Value	--	30.0%

Fiscal Year	QUARTERLY SALES (\$mill.)				Full Year
	1Q	2Q	3Q	4Q	
12/31/08	65.2	66.1	65.2	75.8	272.3
12/31/09	76.4	80.1	83.6	94.5	334.6
12/31/10	101.2	105.2	105.0		
12/31/11					

Fiscal Year	EARNINGS PER SHARE				Full Year
	1Q	2Q	3Q	4Q	
12/31/07	.23	.28	.29	.51	1.33
12/31/08	.31	.37	.34	.66	1.66
12/31/09	.50	.56	.57	.88	2.51
12/31/10	.89	.86	.80	1.11	
12/31/11	.98	.96			

Cal-endar	QUARTERLY DIVIDENDS PAID				Full Year
	1Q	2Q	3Q	4Q	
2007	--	--	--	--	--
2008	--	--	--	--	--
2009	--	--	--	--	--
2010	--	--	--	--	--

INSTITUTIONAL DECISIONS			
	4Q'09	1Q'10	2Q'10
to Buy	83	72	88
to Sell	87	92	85
Hld's(000)	17089	16809	16807

ASSETS (\$mill.)	2008	2009	9/30/10
Cash Assets	123.6	172.1	177.6
Receivables	11.9	12.7	17.2
Inventory	.0	.0	.0
Other	8.7	8.7	15.5
Current Assets	144.2	193.5	210.3

Property, Plant & Equip, at cost	2008	2009	9/30/10
Accum Depreciation	46.2	58.7	--
Net Property	35.3	38.0	44.3
Other	.0	.0	.0
Total Assets	179.5	231.5	254.6

LIABILITIES (\$mill.)	2008	2009	9/30/10
Accts Payable	2.2	5.0	4.6
Debt Due	.0	.0	.0
Other	28.6	32.3	36.9
Current Liab	30.8	37.3	41.5

LONG-TERM DEBT AND EQUITY as of 9/30/10

Total Debt None Due in 5 Yrs. None

LT Debt None

Including Cap. Leases None

Leases, Uncapitalized Annual rentals NA

Pension Liability None in '09 vs. None in '08

Pfd Stock None Pfd Div'd Paid None

Common Stock 16,531,000 shares (100% of Cap'l)

INDUSTRY: Educational Services

BUSINESS: Capella Education Company, through its subsidiary, Capella University, provides online post-secondary education services in the U.S. The company offers various bachelor's, master's and doctoral degree programs in the health and human services, business management and technology, and education disciplines, primarily to working adults. It also provides various learner support services, such as academic services, learner orientation, technical support, academic advising, research services for doctoral degree candidates, writing services, and online tutoring; library services with access to collection of online journals, eBooks, and interlibrary loan services; and career counseling services, which comprise individualized phone, e-mail and face-to-face assistance, online newsletters, online seminars, and conference calls to provide career planning services to learners and alumnis. In August, Capella Education appointed Steven L. Polacek as chief financial officer. Has 1358 employees. Chairman: Stephen G. Shank . Address: 225 South Sixth Street, 9th Floor, Minneapolis, MN 55402. Tel.: (888) 227-3552. Internet: <http://www.capellaeducationcompany.com>. *W.T.*

December 3, 2010

TOTAL SHAREHOLDER RETURN				
Dividends plus appreciation as of 10/31/2010				
3 Mos.	6 Mos.	1 Yr.	3 Yrs.	5 Yrs.
-40.93%	-39.43%	-20.33%	-11.47%	--

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