

Equity Analysis Guide: Capella Education* (CPLA)

Company	Ticker	Industry	Quality	PAR
Capella Education*	CPLA	Educational Services	80.0	19.0%
Current Price (08/16)			\$34.12	
CAPS Rating (Rate this stock on CAPS)			★★★★☆	
Expected Income Statement				
Current Sales			425.8	
Sales Growth Forecast			10.6%	
Net Profit Margin			14.0%	
Projected Shares Outstanding			16.90	
EPS - Five year Forecast			\$5.83	
Average P/E Ratio			14.0	
Projected Average Price			\$81.59	
Price Appreciation (Annualized)			19.0%	
Annual Dividend Yield			0.0%	
Projected Annual Return			19.0%	
Quality				
Financial Strength	95	23.8		
EPS Stability	85	21.3		
Industry Sales Growth Rate	8.2%	16.1		
Industry Net Profit Margin	9.3%	18.8		
Calculated Quality Rating			80.0	
Fool CAPS				
Total Players				
208 Outperforms			13	Underperforms
All-Stars (74)				
73 Outperforms (99%)			1	Underperforms
Fundamental Data Updated: 01/28/2011				

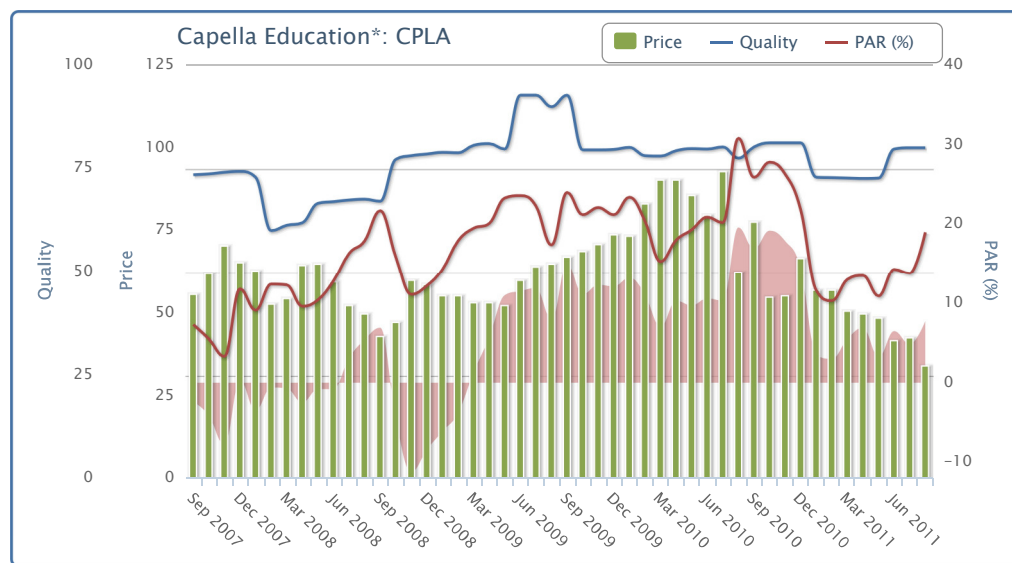
MIPAR	11.3%
Sweet Spot	16.3%-21.3%

Top in Industry:

Educational Services		
Ticker	Quality	PAR
STRA	81.6	20.4%
APEI	86.4	19.0%
DV	72.4	21.2%
CPLA	80.0	19.0%
EDU	86.6	13.9%

Top in Sector:

Discretionary		
Ticker	Quality	PAR
GIL	87.6	21.3%
WMS	79.6	21.5%
STRA	81.6	20.4%
URBN	91.7	17.7%
APEI	86.4	19.0%



Quality Legend:	
Blue	Excellent with quality greater than 65.
Green	Good with quality between 55 and 65.
Neutral	Average or below average with quality between 35 and 55.
Red	Poor with quality less than 35.
PAR Legend:	
Green	PAR is within the target range of MIPAR +5-10%, currently 16.3%-21.3%
Yellow	PAR is above the target range of MIPAR +10%, currently 21.3%
PAR	Projected Annual Return
MIPAR	The Manifest Investing Median PAR of all stocks in the database.

Company Name Legend:

*	Not covered by Value Line Standard Edition.
b	Uses price-to-book value for valuation purposes.
P/CF	Uses price-to-cash flow for valuation.