Use Due Diligence

The LongFellow Investor Report

Stock Challenges

% Debt to Capital sorted by Industry, PAR

Fold at first Vertical line and compare to Original Report

Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	Debt	%Debt to Cap	Shares Issued	Ownership % Inside	Ownership % Instn	RV	PAR	TR	REC	Tck	Cur. Price	Buy UP to
Industry	88 Leisure					Group	Leisur		Sector	3 Consumer Cyclical										
RCL	ROYAL CARIBBEAN	L	3.5	11.2	9.9	UP	0.87	0.03	9387.4	51.4%	214.6	13.9	79.7	90.4	17.0	21.3	B	RCL	106.60	128.01
CCL	CARNIVAL CORP	L	2.2	-2.1	10.6	UP	0.73	0.04	9092.0	27.8%	725.0	0.3	58.5	72.9	13.4	17.9	B	CCL	61.77	64.42
MAT	MATTEL INC	L	-0.1	-2.1	11.4	DOWN	0.00	0.03	2315.0	48.8%	342.9	0.8	94.1	129.7	12.4	15.1		MAT	22.42	22.09
ISCA	INTL SPEEDWAY C	M	-2.3	3.4	15.8	UP	0.48	0.02	262.7	15.6%	45.1	15.7	51.4	87.2	12.1	15.7	B	ISCA	37.10	41.54
BC	BRUNSWICK CORP	M	-0.6	121.7	7.3	UP	0.01	0.42	442.4	23.1%	90.4	3.2	97.8	103.2	11.7	15.9	B	BC	56.75	62.31
FUN	CEDAR FAIR -LP	M	3.4	109.3	14.1	UP	0.85	0.51	1537.0	93.5%	56.0	4.4	51.5	104.1	10.8	13.4	B	FUN	71.67	71.84
CLUB	TOWN SPORTS INTL	S	-1.8	20.2	6.5	DOWN	0.66	0.04	196.6	175.3%	26.6	15.0	48.5	59.6	9.8	18.1	B	CLUB	3.90	3.97
POOL	SCP POOL CORP	M	4.5	16.9	8.3	UP	0.66	0.59	490.2	63.3%	41.2	2.4	95.8	136.2	8.8	11.0		POOL	119.62	112.65
NLS	NAUTILUS INC	S	-0.4	173.7	9.7	UP	0.00	0.83	64.0	29.3%	30.9	7.1	100.4	115.6	8.6	13.6	B	NLS	18.20	18.65
HAS	HASBRO INC	L	2.1	7.3	11.9	UP	0.68	0.71	1614.0	47.9%	125.2	0.8	87.5	124.3	8.5	11.7	B	HAS	99.11	99.88
TRK	SPEEDWAY MOTOR	M	-1.9	-19.4	11.2	UP	0.53	0.03	262.1	24.5%	41.1	1.4	22.3	82.1	7.5	11.0		TRK	18.05	17.53
ELY	CALLAWAY GOLF C	M	-3.0	14.2	3.8	UP	0.70	0.01	12.0	2.4%	94.1	1.8	95.1	18.0	6.6	16.8		ELY	11.85	9.03
PCLN	PRICELINE.COM IN	L	26.2	37.1	34.1	EVEN	0.98	0.91	7138.3	41.8%	49.3	2.5	75.2	167.8	5.5	7.8		PCLN	1846.82	1439.70
BTN	Ballantyne of Omaha	S	-4.6	-45.2	4.5	UP	0.11	0.01	0.0	0.0%	14.3	12.1	40.7	394.3	1.4	3.6		BTN	6.30	4.20
EXPE	EXPEDIA INC	L	13.6	44.2	8.6	DOWN	0.94	0.20	3159.3	44.1%	150.6	4.2	99.5	240.6	-2.4	-0.4	S	EXPE	133.72	62.17
TRIP	TripAdvisor	M	24.2	-6.4	23.8	DOWN	0.98	0.30	255.0	13.7%	142.0	0.6	67.5	107.3	-3.7	-1.7	S	TRIP	45.01	24.60
JAKK	JAKKS PACIFIC INC	M	-2.1	-19.9	2.5	DOWN	0.32	0.04	213.0	64.2%	16.1	11.5	95.7	-12.7	-6.5	-4.5	S	JAKK	4.90	-15.75
Companies	17		3.7	27.3	11.4		0.56	0.28	2143.6	45.1%				118.9	7.1	11.0				
Industry	119 Recreational Vehicles					Group	Leisur		Sector	3 Consumer Cyclical										
PII	POLARIS INDUSTRI	M	14.2	17.5	13.4	DOWN	0.90	0.70	1177.7	55.1%	63.1	2.2	99.3	165.9	14.1	16.4		PII	85.26	88.20
WGO	WINNEBAGO INDU	M	8.7	46.6	5.4	UP	0.28	0.25	329.5	55.9%	31.6	5.0	89.4	115.4	13.6	18.7	B	WGO	28.70	31.76
HOG	HARLEY-DAVIDSO	L	1.7	11.8	18.7	DOWN	0.34	0.17	6971.2	77.3%	176.0	1.0	87.4	101.3	8.7	13.2		HOG	56.81	56.35
Companies	3		8.2	25.3	12.5		0.51	0.37	2826.1	62.8%				127.5	12.1	16.1				

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Ticker	Name	Rev Size	Sales Grwth	EPS Grwth	Profit Mrgin	Trend PTP	SLS R^2	EPS R^2	Debt	%Debt to Cap	Shares Issued	Ownership % Inside	Instn	RV	PAR	TR	REC	Tck	Cur. Price	Buy UP to

Report Headers Legend

Rev Size = Based on Sales Revenue Size-BI value
Sales Grwth = Sales Growth
EPS Grwth = EPS Growth
Profit Mrgin = Pre-tax Profit Margin
Trend PTP = Trend of Pre-tax Profit

Sales R^2 = Sales Trend Line Predictability
EPS R^2 = EPS Trend Line Predictability
Debt = Long Term Debt
%Debt to Cap = % of Debt to Capitalization
Shares Issued = Common Issued
Inside = Insider Ownership %

Instn = Institutional Ownership %
RV = Relative Value of Current PE to Average PE
PAR = 5 yr Projected Average Return
TR = 5 yr Total Return
Rec = Recommendation
Buy Up To = Recommendation

1. Look for RV,PAR,TR Columns to be Dark Blue.
2. Sales ^2 in upper.90's should indicate good trend lines.
3. Compare PTP (Pre Tax Profit) for individual stock to the Industry
4. Compare % of Debt to Capitalization) for individual stock to the Industry
5. Check Company with Buy reccomendation to PTP Trend. If Down this may be an indication of the Barbed Wire Fence. DO NOT PROCEED!

R ^2			
	.97 to 1.00	0	0.0%
	.90 to 0.96	1	5.0%
	less than .90	19	95.0%

Large Revenue	7	35.0%
Mid Revenue	10	50.0%
Small Revenue	3	15.0%
Companies	20	

PAR			
	14.9 Plus %	1	5.0%
	12.0 to 14.8	5	25.0%
	10.0 to 11.9	2	10.0%
	< 10.0	12	60.0%

Relative Value			
	85.0 to 110.0	6	30.0%
	70.0 to 84.9	2	10.0%
	110.01 to 115.	0	0.0%
	Market knows something that we don't		
	< 70.0	3	15.0%
	> 115.0	9	45.0%

Total Return			
	20 Plus	1	5.0%
	14.9 to 19.9	8	40.0%
	10.0 to 14.8	6	30.0%
	< 10.0	5	25.0%

%Debt to Cap			
	33% or Less	7	35.0%
	33.01 to 40.0	0	0.0%
	40.01 Plus	12	60.0%
	<= Zero	1	5.0%
	Null	0	0.0%

40 Plus: Money goes to the Banks not to You. Compare to Industry

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