

# THE LIST

## PUBLIC COMPANIES PROFITABILITY INDEX

Performance of greater San Fernando Valley companies based on ROE

### EXECUTIVE SUMMARY

The Public Company Profitability Index published each year compiles and ranks local public companies based on their return on equity (ROE). The information is as recent as the close of 2010's third quarter. Included in each ranking is revenue and income information from the previous year to give an idea of each company's consistency.

Cherokee Inc. held on to its no. 1 ranking as Amgen, Teledyne, DreamWorks Animation and Walt Disney all moved up into this year's top 5. Notably absent from this range are American Reprographics and Diodes which drifted from No. 2 and No. 6 in 2009 to No. 13 and No. 10 this year.

— By Josh Dausch

### THE PACESETTER

For all eight years the Business Journal has published the Most Profitable Public Companies List, Cherokee Inc. has maintained its No. 1 position. Its relationships with some of the largest retailers around the world have helped it to maximize its marketing and brand licensing for apparel and accessories. Headquartered in Van Nuys, Cherokee has

clients and brands in North America, South America, Africa, Europe and Asia. Its current ROE is 55.75% which is 4.8% higher than the 50.95% from last year's showing. Cherokee was founded in 1971 and made its initial public offering in 1983.

— By Josh Dausch

Rank	Profile name address	Ticker	ROE 3 year average TTM 9/10	Revenue TTM 9/10 TTM 9/09 (in millions)	Net Income (Loss) TTM 9/10 TTM 9/09 (in millions)	Profile employees	Description of Operations (partial list)	Top Local Executive name title phone
1	Cherokee Inc. 6835 Valjean Ave. Van Nuys 91406	CHKE	58.54% 55.75%	\$31 \$32	11.3 12.6	18	markets and licenses the Cherokee, Sideout brands, related trademarks and other brands	Robert Margolis CEO (818) 908-9868
2	Amgen Inc. One Amgen Center Drive Thousand Oaks 91320	AMGN	20.28% 21.56%	\$15,021 \$15,017	4,536.0 4,605.0	17,000	discovers, develops, manufactures and delivers innovative human therapeutics to fight against cancer, kidney disease, rheumatoid arthritis	Kevin W. Sharer CEO (805) 447-1000
3	Teledyne Technologies Inc. 1049 Camino Dos Rios Thousand Oaks 91360	TDY	18.79% 19.00%	\$1,780 \$1,766	116.1 113.3	8,100	provides advanced electronics components and subsystems	Robert Mehrabian CEO (805) 373-4545
4	DreamWorks Animation SKG Inc. 1000 Flower Street Glendale 91201	DWA	15.87% 14.39%	\$703 \$650	129.0 151.0	1,940	development and production of computer generated animated feature films	Jeffery Katzenberg CEO (818) 695-5000
5	Walt Disney Company 500 South Buena Vista Street Burbank 91521	DIS	12.09% 9.87%	\$38,063 \$38,188	3,963.0 3,963.0	150,000	diversified international entertainment company, activities in filmed & sports entertainment, theme parks & resorts, consumer products, television, radio broadcasting	Robert Iger CEO (818) 560-1000
6	AeroVironment Inc. 900 Enchanted Way Simi Valley 93065	AVAV	11.91% 12.39%	\$250 \$250	20.9 20.7	732	designs, develops, produces, and supports unmanned aircraft systems and efficient energy systems for various industries and governmental agencies.	Timothy Conver CEO (626) 357-9983
7	IPC The Hospitalist Company 4605 Lankershim Blvd. Ste 617 North Hollywood 91602	IPCM	10.91% 12.65%	\$348 \$335	22.6 18.6	1,451	provides hospitalist services	Adam Singer CEO (888) 447-2362
8	Cheesecake Factory Inc. 26901 Malibu Hills Road Calabasas Hills 91301	CAKE	10.82% 10.70%	\$1,643 \$1,626	59.8 42.8	30,000	operates upscale, full-service, casual dining restaurants and a bakery facility producing products for its restaurants as well as for other foodservice operators	David Overton CEO (818) 871-3000
9	LTC Properties 31365 Oak Crest Drive, Suite 200 Westlake Village 91361	LTC	9.55% 9.32%	\$72 \$71	27.1 29.4	13	operates as a health care real estate investment trust in the United States	Wendy Simpson CEO (805) 981-8655
10	Diodes Inc. 15660 North Dallas Parkway Westlake Village 91362	DIOD	9.52% 10.37%	\$579 \$538	67.0 7.5	3,501	designs, manufactures, sells and distributes discrete semiconductors worldwide	Keh-Shew Lu CEO (805) 446-4800
11	IRIS International 9172 Eton Ave. Chatsworth 91311	IRIS	9.48% 11.92%	\$105 \$101	4.5 6.3	326	designs and develops health care systems and technologies	Cesar Garcia CEO (818) 709-1244
12	Public Storage Inc. 701 Western Ave. Glendale 91201	PSA	8.77% 10.50%	\$1,632 \$1,622	395.3 586.0	4,900	acquisition, development, ownership and operation of self storage facilities	Ronald Havner CEO (818) 244-8080
13	American Reprographics Co. 700 N. Central Ave. Ste. 550 Glendale 91203	ARP	7.92% 12.84%	\$448 \$458	(23.3) (14.9)	3,500	provides business-to-business document management services to the architectural, engineering, and construction industry	Kumarakulasingam Suriyakumar CEO (818) 500-0225
14	Semtech Corp. 200 Flynn Road Camarillo 93012	SMTC	7.74% 10.10%	\$375 \$328	19.1 1.0	915	designs, produces and markets a range of analog and mixed-signal semiconductors	Mohan R. Maheswaran CEO (805) 498-2111
15	PS Business Parks Inc. 701 Western Ave. Glendale 91201	PSB	7.59% 7.56%	\$278 \$276	40.1 94.3	138	engages in the acquisition, development and operation of commercial properties	Joseph D. Russell President (818) 244-8080
16	Electro Rent Corp. 6060 Sepulveda Boulevard Van Nuys 91411-2501	ELRC	6.39% 4.91%	\$164 \$146	14.7 11.6	335	together with its subsidiaries, engages in the rental, leasing, and sale of electronic equipment serving aerospace, defense, electronics, and telecommunications industries	Daniel Greenberg Chairman (818) 787-2100
17	Northrop Grumman Corp. 1840 Century Park East Los Angeles 90067	NOC	5.40% -7.77%	\$35,075 \$35,087	2,083.0 1,686.0	120,700	provides products and solutions in information and services, aerospace, electronics and shipbuilding	Wesley Bush CEO (310) 553-6262

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18	On Assignment Inc. 26651 West Agoura Road Calabasas 91302	ASGN	4.98% 9.07%	\$417 \$399	4.8 4.7	932	provides flexible and permanent staffing solutions	Peter Dameris President (818) 878-7900
19	Health Net Inc. 21650 Oxnard Street Woodland Hills 91367	HNT	3.80% 5.47%	\$14,543 \$14,586	84.6 (49.0)	8,719	delivers managed health care services through health plans	Jay Gellert CEO (818) 676-6000
20	United Online Inc. 21301 Burbank Boulevard Woodland Hills 91367	UNTD	2.08% -22.96%	\$937 \$960	51.5 65.4	1,699	leading provider of consumer products and services over the Internet in the U.S., Canada, the United Kingdom	Mark R. Goldston CEO (818) 287-3000
21	DTS Inc. 5220 Las Virgenes Road Calabasas 91302	DTSI	1.93% 8.76%	\$81 \$74	14.7 10.6	203	develops, markets, and licenses digital audio technologies, products and services for entertainment markets worldwide	Jon Kirchner CEO (818) 706-3525
22	Salem Communications Corp. 4880 Santa Rosa Road Camarillo 93012	SALM	0.00% 0.88%	\$201 \$198	(5.3) (8.4)	1,418	operates as a commercial radio broadcasting company	Edward G. Astinger CEO 805-987-0400
23	Sport Chalet One Sport Chalet Drive La Canada 91011	SPCHB	0.00% -0.12%	\$354 \$354	(6.5) (8.3)	3,000	operates full-service specialty sporting goods stores in California, Nevada and Arizona	Craig Levra CEO (818) 949-5300
24	Simulations Plus 42505 10th Street West Lancaster 93534	SLP	0.00% na	\$11 \$10	2.2 2.2	40	develops and produces software for use in pharmaceutical research and education, as well as provides contract research services to the pharmaceutical industry.	Walter Waltosz CEO (661) 723-7723
25	K-Swiss Inc. 31248 Oak Crest Drive Westlake Village 91361	KSWS	-1.77% 5.41%	\$216 \$225	(60.1) (28.0)	519	designs, develops and markets an array of athletic footwear for high performance sports use, fitness activities and casual wear	Steven Nichols CEO (818) 706-5100
26	ValueClick Inc. 30699 Russell Ranch Rd. Ste 250 Westlake Village 91362	VCLK	-5.73% -35.99%	\$412 \$436	85.0 68.6	1,086	global online marketing services company with media, technology, affiliate marketing and comparison shopping divisions enabling marketers to advertise and sell products online	Tom A. Vadnais CEO (818) 575-4500
27	Ixia 26601 West Agoura Road Calabasas 91302	XXIA	-6.78% -5.51%	\$255 \$231	(26.1) (44.2)	1,073	provides test systems for Internet Protocol (IP)-based infrastructure and services	Atul Bhatnagar CEO (818) 871-1800
28	Superior Industries Intl Inc. 7800 Woodley Ave. Van Nuys 91406	SUP	-7.70% -4.90%	\$674 \$601	25.5 (94.1)	3,500	designs and manufactures motor vehicle parts, primarily aluminum road wheels for sale to original equipment manufacturers.	Steven J. Borick CEO (818) 781-4973
29	Move Inc. 910 East Hamilton Ave. Westlake Village 91362	MOVE	-9.78% -15.48%	\$198 \$201	(25.8) (12.2)	951	offers real estate listings and other content related information on the Internet	Steven Berkowitz CEO (805) 557-2300
30	DineEquity Inc. 450 North Brand Boulevard Glendale 91203	DIN	-11.39% -44.25%	\$1,389 \$1,387	(16.0) 9.2	22,900	engages in the development, franchise, and operation of multiple franchise restaurants	Julia A. Stewart CEO (818) 240-6055
31	Power-One Inc. 740 Calle Plano Camarillo 93012	PWER	-14.01% -9.14%	\$823 \$609	92.0 (65.5)	3,342	designs and manufactures power management and conversion products	Richard Thompson CEO (805) 987-8741
32	MRV Communications 20415 Nordhoff Street Chatsworth 91311	MRVC.PK	-27.44% -48.55%	\$136 <sup>1</sup> \$484 <sup>1</sup>	2.9 <sup>1</sup> (123.2)	3,756	supplies communications equipment for governments and enterprises worldwide	Dilip Singh CEO (818) 773-0900
33	Ryland Group Inc. 24025 Park Sorrento, No. 400 Calabasas 91302	RYL	-33.45% -45.88%	\$1,255 \$1,370	(27.0) (162.5)	1,019	homebuilder and mortgage-finance company	Larry Nicholson CEO (818) 223-7575
34	THQ Inc. 29903 Agoura Road Agoura Hills 91301	THQI	-36.16% -84.68%	\$781 \$805	(87.0) (9.0)	1,680	develops and publishes interactive entertainment software for major hardware platforms such as home video game consoles, handheld platforms, and personal computers.	Brian J. Farrell CEO (818) 871-5000
35	Capstone Turbine Corp. 21211 Nordhoff Street Chatsworth 91311	CPST	-107.94% -71.88%	\$67 \$64	(21.6) (67.2)	182	engages in the development, manufacture, sale, and servicing of microturbine technology solutions for stationary distributed power generation applications	Darren Jamison CEO (818) 734-5300

**ROE: Return on Equity, TTM: Trailing Twelve Months prior to date indicated, na: Not Available**  
Companies ranked on 3-year average ROE. Return on Equity is calculated as Net Income divided by shareholders' equity. The information was provided by BNY Mellon Wealth Management in conjunction with Telemet Investment Software. To the best of our knowledge, this information is accurate as of press time.

<sup>1</sup> Yahoo Finance

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