

THE LIST **LARGEST INTERNET-BASED FIRMS**

Ranked by 2010 revenues

EXECUTIVE SUMMARY

The year's List of the Largest Internet-Based Firms is occupied by 12 companies. They are defined as businesses that use the Internet exclusively or could not function without the Internet. This List was last published in 2009, with No. 1 Company being ValueClick, Inc. This year, ValueClick has moved to No. 2, with United Online claiming the No. 1 ranking.

United Online is also the largest employer, with 1,699 employees. This is followed closely by ReachLocal with 1,100 and more locations (19) than United Online (14). The youngest company on the List is CrowdGather, founded in 2008, which develops and hosts forum-based Web sites for a variety of online communities. *— By Josh Dausch*

THE PACESETTER

United Online is the largest Internet-Based Firm, reporting \$920.6 million in revenue in 2010. The company employs 1,699 people at its 14 facilities and is headquartered in Woodland Hills. Its global network includes worldwide locations in the U.S., U.K., Germany and India. United Online provides consumer products and serv-

ices over the Internet. It is broken down into three separate departments; The FTD segment provides floral related products to customers and retailers, Content & Media deals in nostalgia Web sites and Communications (its primary segment) offers Internet access via the brands of NetZero and Juno. It was founded in 1997. *— By Josh Dausch*

Rank	Company name address	Revenue (2010) (in millions)	Firm Description	Companywide Stats # employees # facilities	Profile year founded headquarters fiscal year end	Top Local Executive name title phone
1	United Online Inc. 21301 Burbank Blvd Woodland Hills 91367	\$920.6	value-priced internet access services	1,699 14	1997 Woodland Hills December	Mark R. Goldston CEO (818) 287-3000
2	ValueClick Inc. 30699 Russell Ranch Rd. #250 Westlake Village 91362	\$430.8	performance-based online marketing services and technology solutions	1,100 19	1998 Westlake Village December	Tom Vandnais CEO (818) 575-4500
3	ReachLocal Inc. 21700 Oxnard St. #1600 Woodland Hills 91367	\$291.0	search engine marketing and advertising agency	1,060 WND	2004 Woodland Hills December	Zorik Gordon CEO (818) 274-0260
4	uSamp 16501 Ventura Blvd. #250 Encino 91436	\$23.0	global survey panelists and sampling platform for use in market research, collaborative market research tools to foster relationships between organizations and customers	175 5	2008 Encino December	Matthew Dusig CEO/Co-Founder (818) 524-1218
5	CPI Solutions 5999 A Ridgeview St. Camarillo 93012	\$13.9	network and voice technology and software application consulting.	49 WND	1984 Camarillo December	Arnie Friedman President (805) 987-2222
6	Cloud Creek Systems 31255 Cedar Valley Dr. Agoura Hills 91301	\$7.6	implements and optimizes back-end IT systems for all sized enterprises	18 1	1996 Westlake Village December	Rhos B. Dyke Executive VP (818) 865-2800
7	SADA Systems 5250 Lankershim Blvd. 6th Fl. North Hollywood 91601	\$6.5	consulting, cloud computing, managed services, application development	40 1	2000 North Hollywood December	Tony Safaian President (818) 766-2400
8	USI Technologies 5655 Lindero Canyon Rd. #702 Westlake Village 91362	\$3.2	online sales and support chat solutions enhanced with artificial intelligence	25 2	2005 Westlake Village December	Chris Wampler Founder (805) 384-6974
9	AmeriTel 8910 Quartz Ave. Northridge 91342	\$3.0 ¹	telecommunications	18 1	1983 Northridge December	Chaz Chahal CEO (818) 734-7400
10	AltruIT 15515 San Fernando Mission Blvd. Mission Hills 91345	\$1.5	cloud computing, systems integration and application development services to non-profits, government agencies and small- and medium-sized businesses	9 2	2003 Mission Hills June	Miles Dapsauski Executive Director (818) 895-2104
11	CrowdGather 20300 Ventura Blvd. #330 Woodland Hills 91364	\$0.3	monetizing and hosting of forum based web sites	8 1	2008 Woodland Hills April	Sanjay Sabnani CEO (818) 435-2472
12	Spreety, Inc. P.O. Box 4043 Thousand Oaks 91359	\$0.1	multifaceted software company, guide of legal places to watch online TV	2 1	2008 Oak Park December	Ron Laughton Entrepreneur (818) 618-0421

NA: Not Available na: Not Applicable WND: Would Not Disclose To be included in the list, companies must have facilities in the greater San Fernando Valley. Companies were ranked by 2010 revenue. In the case of a tie, companies were ranked by companywide employees.

¹ estimated

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, San Fernando Valley Business Journal, 21600 Oxnard St., Suite 250, Woodland Hills 91367. ©2011 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Reprints, (877) 652-5295 ext. 104 or e-mail jmartin@wrightsreprints.com.

Researched by Josh Dausch

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- **Community Service Award** - For a strong commitment to community involvement
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Awards Application Deadline: 12:00 Noon, Wednesday, September 7th

Awards nomination and application forms available at www.sfvbj.com or by calling (818) 676-1750