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"And the Winner Is..."

By Booyeon Lee - 3/3/2008
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Nine local tech companies will be vying for the fifth annual Entrepreneurship Awards hosted by PricewaterhouseCoopers and Entrettech on Thursday.

For the category of companies under \$1 million in sales, the finalists are L.A.-based EdgeCast Networks, Inc., a music and video download network; Calando Pharmaceuticals Inc., a biotech subsidiary of Pasadena-based nanotechnology development subsidiary Arrowhead Research Corp.; and the Rubicon Project, an online advertising technology firm.

For companies with revenues up to \$8 million, the top three contenders are Pasadena-based Central Desktop, which makes an Internet application that streamlines online data; L.A.-based Nami Media Inc., which makes a platform that aggregates sponsored search traffic; and Santa Monica-based Zag, a B-to-B car shopping site.

The three finalists for the category of companies that generate more than \$8 million are Pasadena-based eHarmony, a popular dating site; Monrovia's Green Dot Corp., a prepaid retail debit card company; and Vantage Media Corp., a Venice-based search marketing firm.

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Excerpted from: "TV Producer Walks Casual Route to Video Games"

For full article, go to: <http://www.entrettech.org/events/EntAwards-article-by-LABJ-3-3-08.pdf>

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