

Security Finance Newsletter

March 2009

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Volume V, Issue 1

CONSISTENT COGENT

This newsletter Sokoloff & Company highlights **Cogent, Inc.** (*Nasdaq:COGT*), a fingerprint identification systems and biometric solutions provider. Since we started covering **Cogent** after its IPO in 2006 it has consistently been in the top five on the back page rankings. **COGT** has also managed to maintain most of its share value over these economically challenging times with a March 4 share price of \$10.58, compared to \$9.80 on the same day last year. **Further, COGT posted a fourth quarter year-over-year revenue increase of eighty-three percent.**

Cogent's steady organic growth can be partially attributed to the willingness of governments as well as the private sector to embrace Biometrics. Biometric firms have had challenges in delivering durable and dependable solutions. **COGT's** technology, pricing, and ability to deliver a viable solution have added to its momentum. **Ming Hsieh, founder, chairman and CEO of COGT confirms this view - "I think what sets us apart is we deliver both speed and accuracy at a reasonable cost."**

A report from **ABI Research** states **"The broad interest and investment in an array of biometrics technologies around the world will drive spending to \$7.3 billion by 2013, up from around \$3 billion in 2008."** Products from **Cogent** have gained increasing demand, especially from the U.S. and U.K. governments. With the posting of its fourth quarter earnings release **Ming Hsieh's** comments reflect this. "During the year, we saw increased demand from a number of core customers, while also expanding our customer base with key wins at the U.S.

Census Bureau, the Department of Defense and the UK Post Office, Post Office Limited. **We believe these recent wins will help us continue to grow and diversify our business."**

TSA IMPLEMENTS SECURE FLIGHT PROGRAM

WASHINGTON – On October 22, 2008, The **U.S. Department of Homeland Security (DHS)** announced the issuance of the **Secure Flight Final Rule**, which shifts pre-departure watch list matching responsibilities from individual aircraft operators to the **Transportation Security Administration (TSA)** and carries out a key recommendation of the 9/11 Commission. Over the past few months the **DHS** has spent over \$322 million to implement the rule and it will be rolling out in airports this year.

"Secure Flight is a critical tool that will further improve aviation security and fix the major customer service issue of watch list misidentifications, a frustratingly common occurrence for travelers under the existing airline-based system," said **Homeland Security Secretary Michael Chertoff.**

Airlines will be required under Secure Flight to collect a passenger's full name, date of birth, and gender when making an airline reservation. This additional information is expected to prevent most inconveniences at the airport, and will be particularly important for those individuals with names similar to those on the watch list.

"Secure Flight will improve security by maintaining the confidentiality of the

government's watch list information while fully protecting passengers' privacy and civil liberties," said **TSA Administrator Kip Hawley.** "Ensuring privacy has been a cornerstone of this program and TSA has developed a comprehensive privacy plan to incorporate privacy laws and practices into all areas of Secure Flight."

TSA will receive limited information for each passenger, as well as for certain non-traveling individuals, such as those escorting a minor or disabled passenger to the gate. TSA will determine if their information matches the No Fly or Selectee lists and will transmit results back to airlines. Data retention for the vast majority of individuals will be no more than seven days.

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Secure Flight will be implemented in two phases. The program will initially assume the watch list matching responsibility for passengers on domestic flights from aircraft operators beginning early 2009. In a second stage of implementation, which is targeted to begin in late 2009, the Secure Flight program would assume, from Customs and Border Protection and the international air carriers, the watch list matching function for passengers on international flights.

The 9/11 Commission Report to Congress recommends that the watch list matching function "should be performed by TSA and it should utilize the larger set of watch lists maintained by the Federal Government."

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An Interview with John Moss, Founder of Software House

This quarter Sokoloff and Company brings you an exclusive interview with industry legend, **John Moss**. We talked about history and John's newest company, S2 Security Corporation.

Tell us a little bit about your background. How did you get into the security industry and what interests you about the field?

I graduated college in the late seventies which was a time when the world was doing a lot of new computer engineering. My expertise was mostly on the software side but I also did some hardware. I was working at a start up IT Company where we grew the business by buying up condos adjacent to the one that we were in. That left us with a lot of exterior doors and the need for an access control system. We bought the hardware from a dealer but since we were developers, we decided we'd write the software ourselves. We sort of stumbled into writing it and it was really just a hack project. But, when we were finished, the dealer was really impressed and told us that we should figure out how to market it. **This turned into C-CURE 1, my first product in the secure line that Software House owns. It was the product that led me to form Software House.**

What interests me about the security field is that it changes, but in a way that's manageable. It has an appreciation for technology but moves at a pace that's accessible and it doesn't require a huge investment.

You were the founder and CEO of Software House which was acquired by Sensormatic in the mid 1990's and then acquired by Tyco Fire & Security. Please tell us how you started S2.

After **Software House** was sold to **Sensormatic**, I worked there for a couple of years. I then retired from the business in 1996 but decided to come back in 2001. I was looking to do another startup and felt the least risky way to be successful was to do something that I already knew how to do. I looked at what **Tyco** had done with **Software House** and what was going on in the world and saw that there was an opportunity. There weren't very many really good private properties. So, for example, if you were a conglomerate looking to acquire, you couldn't buy **Software House** or **Cardkey** because they were part of large corporations. There was a void there and **S2** sought to fill it. We knew that if we had evolved products and filled that niche, our company would be able to command a premium when looking to exit.

What makes S2's products different than the competition and how is S2 unique from other companies?

Fundamentally, we developed the same product as the one I used to start **Software House** except for one vital difference: It was improved upon and shaped to fit the mature market of today on the one hand and the evolved IT infrastructure on the other.

Back when I was with **Software House** it was an immature market and because of that the product didn't have to be as compelling. There wasn't the competition that exists today and we were one of the only guys really doing that type of product. Today there are many players in the access control software field. The product has to be

software, you don't have to do anything, it's automatically updated for you. All of this is done by using web technology. This is big savings for companies as the cost for their IT departments shrinks. No one else is doing this in the class of

"What interests me about the security field is that it changes, but in a way that's manageable."

products that we do. **Now, S2's investment is more, because it costs more than twice to develop software with a web interface. But, it's much better for the end user and we're taking market share from other companies and growing more than 50% a year.**

What type of customer support do you offer with your products and how important do you think this is to the success of the company?

Two things are necessary to make a company work and this is knowledge we got from the **Software House** experience. The first is that you must be more innovative than everyone else. The other thing is that you have to offer the best quality support. It's a relationship business. **Even the technicians in the field influence sales and you need to have a reputation for quality service.**

Pelco does extremely well because they're known for their superior technical support. However, they're not known for having the most innovative products. Clearly support trumps innovation in their case. So, as a newcomer, we decided to be known for both. Products and Service. That makes impact and traction. Having a solid state product that runs without installing software is pretty innovative. On the service side we start with the integrator. We have a certified integrator channel where we train you. It's a combination of classroom and lab and is very high level. Then there's our support department. If we can't figure out in ten minutes what the problem is and you have an Internet connection we can get on your computer and fix it.

We've built the software to do that. We call it collaborative maintenance. The benefit of this is that we don't spend days figuring out problems. **Most of our support issues are solved in less than ten minutes.**

S2's products are available in a number of languages and are distributed through an international network of systems integrators. What are the hurdles to overcome in dealing on a global level?

The biggest hurdle is that routes to market are not the same everywhere. The go-to-market model of the US is typically by using a manufacturer's rep. This doesn't directly

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UTC Fire & Security
A United Technologies Company

Has acquired a stake in



Alba Control Systems Limited, India

The undersigned advised Alba Control Systems Limited.



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evolved. So we developed a line of products that optimized total cost of ownership; they cost a lot less to own. Not necessarily less to buy (our products are squarely in the middle in terms of price), but to own. **We made it less expensive to install and to maintain.**

The way we did this was that instead of using PCs which have a high failure rate we built our own robust hardware and used a web interface. There is now no need to install software on every computer. Every product we make is delivered with only one user interface and it's a web interface. Software doesn't have to be loaded onto every machine and if I update my

translate to the rest of the world. **Europe doesn't have a big industry of independent manufacturer's reps so your biggest challenge is finding the appropriate partners.** Pick your markets, pick your partners and bring the product in.

S2 is a growing company that does business with some of the top names in the industry. How are you able to secure the clientele that you work with and how do you solidify these relationships?

Some of it's clearly the product and some of it is the fact that we're decent guys to work with. We spend a good deal of time in the field listening to the needs of our integration partners. We're also flexible about how we bring product to market.

For example, we have an OEM program in which we offer private labeled versions of our products. That has been a successful program. Securing clientele and solidifying bonds involves a fair amount of relationship and basic channel management.

What do you consider S2's strongest attributes to be and how will you build on these?

Our strongest attribute is that we have a hand-selected group of experts and we're capable of doing some very significant things. There's a tremendous camaraderie in the team because everyone is personally committed to the same thing. We leverage it by empowering them to make a lot of their own decisions, allowing them to be creative and letting them contribute at the highest level. Nobody comes here unless they're an expert and want to really be part of building a business. We have a running joke: "It's a lifestyle business for a lifestyle that no one would really want."

John L. Moss
 Founder & CEO S2 Security Corporation

John has been in the security industry for 25 years. During this time he founded and served as CEO of Software House (now a unit of Tyco International) and has provided the vision behind several generations of integrated systems technology.



or an existing player who wants to add on to their business.

Where do you see the security industry heading in the next several years and what is S2 doing to ensure that they will be at the forefront of the field?

Regarding the part of the industry which is integrated security systems, **I believe there will**

What is your vision for growing the company in the coming years and do you think the current economic crisis will have any impact on your goals?

One of the things I have always tried to develop with my companies is a nice vision into the future. Based only on what we know today, S2 easily has three or four years in conceptual product to build. We are continually upping the game on our integrated system and are looking into a low end version of our products, a high end version which would be suitable for use in a much smaller space, and also perhaps into service based products for monitoring. Five years out we see a range of products including large to small scale systems, propriety and service monitoring. As to the current economic crisis? We do all our planning for the year in the middle of the fourth quarter. We talked about what the economy means for our products and how we need to figure out a bit more conservative way to build our systems. It definitely slows the rate of our growth, probably adding a year to the program. In terms of products released, we look at the current marketplace and see which products will best serve that market. **For now we'll have an increased emphasis in lower cost systems that aren't so capital intensive.**

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A subsidiary of Orad Group Ltd. 

has been acquired by



Cool down. Fire Protection by

MINIMAX

The undersigned advised Orad Group Ltd.



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"Two things are necessary to make a company work... you must be more innovative than everyone else... and you have to offer the best quality support."

The company is privately held by investors and employees. Are there any plans to bring the company public, why or why not?

I haven't seen an environment in the markets since 2002 which is conducive to going public. Ever since the dot com bust it's kind of like this option is off the table. We're much more likely to make an exit strategy by being acquired by a conglomerate that comes into the industry

continue to be a conversion to IP based systems. We're already an early player in this. I think the industry will basically continue down this path with most new products being IP based. The video space will experience a lot of fall out as there are too many players now to each have a unique vision. So I see **consolidation in the video IP space.** In the systems space, S2 is the last non-public company except for maybe DSX and some of the small guys, so I think this will generate a premium on our value. **Overall the security industry will look a lot more like the IT industry.** There's a large role for the security expert to play in the future, but systems move data and IT owns the highway.

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While at our website, surf around. There's plenty of useful information, including our archive of M&A Transaction Case Histories.

"Always do right. This will gratify some people and astonish the rest."
 - Mark Twain (1901)

SOKOLOFF & CO. VALUATION RANKINGS OF PUBLIC SECURITY COMPANIES

Q4 2008 Reports and Stock Prices as of February 26, 2009

Sokoloff & Company compiles a quarterly review of selected public security companies (and companies that dedicate a portion of their business to Security) and compares how each is valued by the public marketplace. Comparative values for each company are expressed as: **EVS**, which is Enterprise Value divided by Sales and **P/E**, Price to Earnings (market cap divided by earnings). **EVM** is Enterprise Value Multiple; the Enterprise Value divided by EBITDA (Earnings Before Taxes, Interest, Depreciation and Amortization). All multiples are based on trailing twelve months (TTM) numbers through the most recently reported quarter. Changed from previous list: Directed Electronics (DEIX) voluntarily delisted from the NASDAQ, Secure Computing Corp. (SCUR) was acquired by McAfee (NYSE:MFE), Protection One (Nasdaq: PONE) and Brady Corporation (NYSE:BRC) were added.

Note: The quarterly revenue percentage column is the increase (or decrease) from the same quarter in the previous year. Where fiscal year has differed from calendar year, the most recently reported information is used.

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| Current Rank* | Previous Rank* | Company | Symbol | Stock Price 2/26/2009 | 52 Week Range | Market Cap 2/29/2009 | (000s) 2006 Revenue | (000s) 2007 Revenue | (000s) 2008 Revenue | (000s) 4th Q 07 Revenue | (000s) 4th Q 08 Revenue | Over Q4 2007 4th Q 08 Incr/Decr | EVS | P/E | EVM |
|-----------------------|----------------|-------------------------------|--------|------------------------------------|---------------|----------------------|---------------------|---------------------|---------------------|-------------------------|-------------------------|---------------------------------|------|------------------------|-------|
| 1 | 2 | Cogent, Inc. | CGGT | 10.11 | 7.88-14.40 | 906.87M | 101,657 | 105,794 | 125,861 | 21,875 | 39,977 | 82.8% | 5.65 | 22.52 | 14.91 |
| 2 | 3 | General Electric Co. | GE | 9.10 | 8.43-38.52 | 96.10B | 163,391,000 | 172,488,000 | 182,515,000 | 48,533,000 | 46,213,000 | -4.8% | 3.14 | 5.30 | 16.97 |
| 3 | 1 | Flir-Systems, Inc. | FLIR | 21.19 | 21.90-45.49 | 2.96B | 575,000 | 779,397 | 1,076,974 | 242,634 | 302,349 | 24.6% | 2.75 | 16.94 | 9.11 |
| 4 | 4 | Taser Corp. | TASR | 4.31 | 2.54-12.00 | 265.97M | 67,718 | 100,727 | 92,846 | 31,029 | 26,398 | -14.9% | 2.32 | 60.70 | 16.46 |
| 5 | 5 | L-1 Identity Solutions Inc. | ID | 4.72 | 4.33-17.22 | 395.69M | 164,386 | 389,507 | 562,872 | 113,862 | 147,460 | 29.5% | 1.54 | N/A | 14.04 |
| 6 | New | Protection One, Inc. | PONE | 2.54 | 2.51-11.50 | 64.30M | 270,552 | 347,871 | No report | 92,543 | No report | N/A | 1.51 | N/A | 7.25 |
| 7 | 8 | Gentex Corporation | GNTX | 8.23 | 6.50-19.47 | 1.13B | 572,267 | 653,933 | 623,800 | 170,723 | 122,281 | -28.4% | 1.28 | 18.70 | 5.50 |
| 8 | 12 | ManTech International | MANT | 51.74 | 40.16-62.06 | 1.83B | 1,137,000 | 1,448,000 | 1,870,000 | 421,800 | 494,700 | 17.3% | 1.14 | 20.93 | 12.42 |
| 9 | 10 | The Geo Group | GEO | 11.73 | 10.98-29.48 | 599.66M | 860,882 | 976,299 | 1,043,006 | 249,994 | 256,453 | 2.6% | 1.05 | 10.33 | 7.25 |
| 10 | 11 | Zebra Technologies Corp. | ZBRA | 17.11 | 16.00-38.47 | 1.04B | 759,524 | 868,279 | 976,700 | 233,573 | 232,568 | -0.4% | 0.96 | N/A | 4.81 |
| 11 | New | Brady Corporation | BRC | 17.08 | 15.20-40.00 | 892.99M | 1,018,436 | 1,362,631 | 1,523,016 | 380,134 | 378,317 | -0.5% | 0.84 | 9.01 | 4.82 |
| 12 | 15 | The Stanley Works | SWK | 26.85 | 24.19-51.81 | 2.12B | 4,018,600 | 4,360,500 | 4,426,200 | 1,138,200 | 1,085,900 | -4.6% | 0.82 | 6.85 | 5.62 |
| 13 | 17 | L-3 Communications Holdings | LLL | 70.61 | 58.49-115.33 | 8.44B | 12,477,000 | 13,961,000 | 14,901,000 | 3,806,000 | 4,011,000 | 5.4% | 0.82 | 9.14 | 6.94 |
| 14 | 13 | United Technologies Corp. | UTX | 41.10 | 41.01-75.86 | 38.73B | 47,829,000 | 54,759,000 | 58,681,000 | 14,714,000 | 14,499,000 | -1.5% | 0.79 | 8.38 | 5.16 |
| 15 | 14 | First Advantage Corp. | FADV | 10.08 | 6.99-23.40 | 599.62M | 797,801 | 824,271 | 779,963 | 200,314 | 193,842 | -3.2% | 0.79 | 4.68 | 4.50 |
| 16 | 6 | ICX Technologies, Inc. | ICXT | 4.50 | 3.81-9.24 | 153.54M | 90,160 | 136,162 | No report | 41,542 | No report | N/A | 0.78 | N/A | N/A |
| 17 | 19 | Honeywell | HON | 27.56 | 23.24-62.99 | 20.26B | 31,367,000 | 34,589,000 | 36,556,000 | 9,275,000 | 8,712,000 | -6.1% | 0.74 | 7.34 | 6.11 |
| 18 | 16 | Ingersoll Rand | IR | 14.64 | 11.75-46.84 | 4.67B | 8,033,700 | 8,763,100 | 13,227,400 | 2,323,300 | 3,670,000 | 58.0% | 0.72 | N/A | 6.04 |
| 19 | 25 | Nasdaq Security Systems, Inc. | NSSC | 1.00 | .01-5.50 | 19.09M | 69,548 | 66,202 | 68,367 | 16,166 | 19,079 | 18.0% | 0.70 | 6.85 | 12.60 |
| 20 | 20 | Lockheed Martin Corp. | LMT | 68.93 | 67.38-120.30 | 27.07B | 39,620,000 | 41,862,000 | 42,731,000 | 10,841,000 | 11,132,000 | 2.7% | 0.68 | 8.77 | 4.89 |
| 21 | 24 | Henry Bros Electronics | HBE | 6.15 | 4.30-7.25 | 36.65M | 42,132 | 57,852 | 62,358 | 17,599 | 19,065 | 8.3% | 0.67 | 41.84 | 14.62 |
| 22 | 9 | LaserCard Corp. | LCRD | 2.75 | 2.37-9.89 | 33.26M | 39,857 | 32,270 | 37,008 | 11,159 | 10,906 | -2.3% | 0.66 | N/A | N/A |
| 23 | 23 | Tyco International | TYC | 20.29 | 15.17-47.95 | 9.60B | 17,336,000 | 18,477,000 | 20,199,000 | 4,837,000 | 4,426,000 | -8.5% | 0.66 | 6.67 | 4.04 |
| 24 | 21 | Diebold | DBD | 22.12 | 22.50-40.45 | 1.46B | 2,940,000 | 2,947,481 | 3,170,080 | 880,039 | 822,963 | -6.5% | 0.55 | 15.73 | 6.65 |
| 25 | 22 | Magal Security Systems Ltd. | MAGS | 4.90 | 4.61-9.30 | 51.22M | 63,600 | 72,375 | No report | 23,155 | No report | N/A | 0.55 | 40.16 | 9.89 |
| 26 | 29 | OSI Systems | OSIS | 15.85 | 10.15-26.16 | 273.82M | 452,686 | 532,284 | 623,088 | 164,194 | 159,042 | -3.1% | 0.50 | 16.86 | 6.72 |
| 27 | 28 | Northrop Grumman Holdings | NOC | 39.42 | 33.96-83.40 | 12.90B | 30,148,000 | 31,828,000 | 33,887,000 | 8,765,000 | 9,154,000 | 4.4% | 0.47 | N/A | 4.26 |
| 28 | 26 | Siemens AG | SI | 51.90 | 43.89-140.15 | 44.76B | 84,651,000 | 92,241,000 | 98,453,000 | 23,741,000 | 25,334,000 | 6.7% | 0.41 | N/A | N/A |
| 29 | 30 | URS Corporation | URS | 32.23 | 19.94-49.10 | 2.69B | 4,222,869 | 5,383,007 | 10,086,289 | 1,739,373 | 2,708,227 | 55.7% | 0.39 | 12.66 | 7.37 |
| 30 | 27 | Checkpoint Systems, Inc | CHKP | 7.60 | 6.53-28.38 | 294.11M | 687,775 | 834,156 | 917,082 | 262,663 | 237,267 | -9.7% | 0.38 | 5.45 | 3.60 |
| 31 | 32 | Johnson Controls | JCI | 11.99 | 11.25-36.49 | 7.12B | 32,236,000 | 34,624,000 | 38,062,000 | 9,484,000 | 7,336,000 | -22.6% | 0.32 | 52.82 | 5.24 |
| 32 | 33 | Brinks Company | BCO | 23.37 | 18.19-74.61 | 1.07B | 2,837,600 | 2,735,000 | 3,164,000 | 757,000 | 760,000 | 0.4% | 0.32 | 5.95 | 2.30 |
| 33 | 35 | ActivIdentity Corp. | ACTI | 2.07 | 1.07-3.20 | 94.96M | 53,375 | 59,553 | 59,009 | 15,433 | 16,301 | 5.6% | 0.27 | N/A | N/A |
| 34 | 31 | RAE Systems, Inc. | RAE | 0.44 | .28-2.42 | 26.16M | 67,721 | 90,836 | 95,383 | 27,513 | 24,022 | -12.7% | 0.16 | N/A | 8.37 |
| 35 | 34 | Richardson Electronics, Ltd. | RELL | 2.76 | 2.56-7.00 | 49.44M | 529,097 | 557,291 | 568,409 | 144,985 | 132,521 | -8.6% | 0.13 | 24.21 | 3.23 |
| 36 | 36 | AuthenTec | AUTH | 1.32 | 1.26-14.35 | 37.78M | 33,174 | 52,344 | 63,948 | 15,693 | 11,615 | -26.0% | 0.00 | 1320.00 | 28.85 |
| Sokoloff Index | | | | 666.97 | | | 489,562,117 | 529,366,122 | 571,228,659 | 143,732,495 | 142,688,283 | Quarterly | | | |
| | | | | <i>Growth over previous period</i> | | | | 4.9% | | 8.1% | | 7.9% | | -4.7% | |
| | | | | | | | | Average | | Median | | 4.78% | | 0.99 67.65 8.45 | |
| | | | | | | | | | | | | -0.5% | | 0.71 11.50 6.69 | |



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