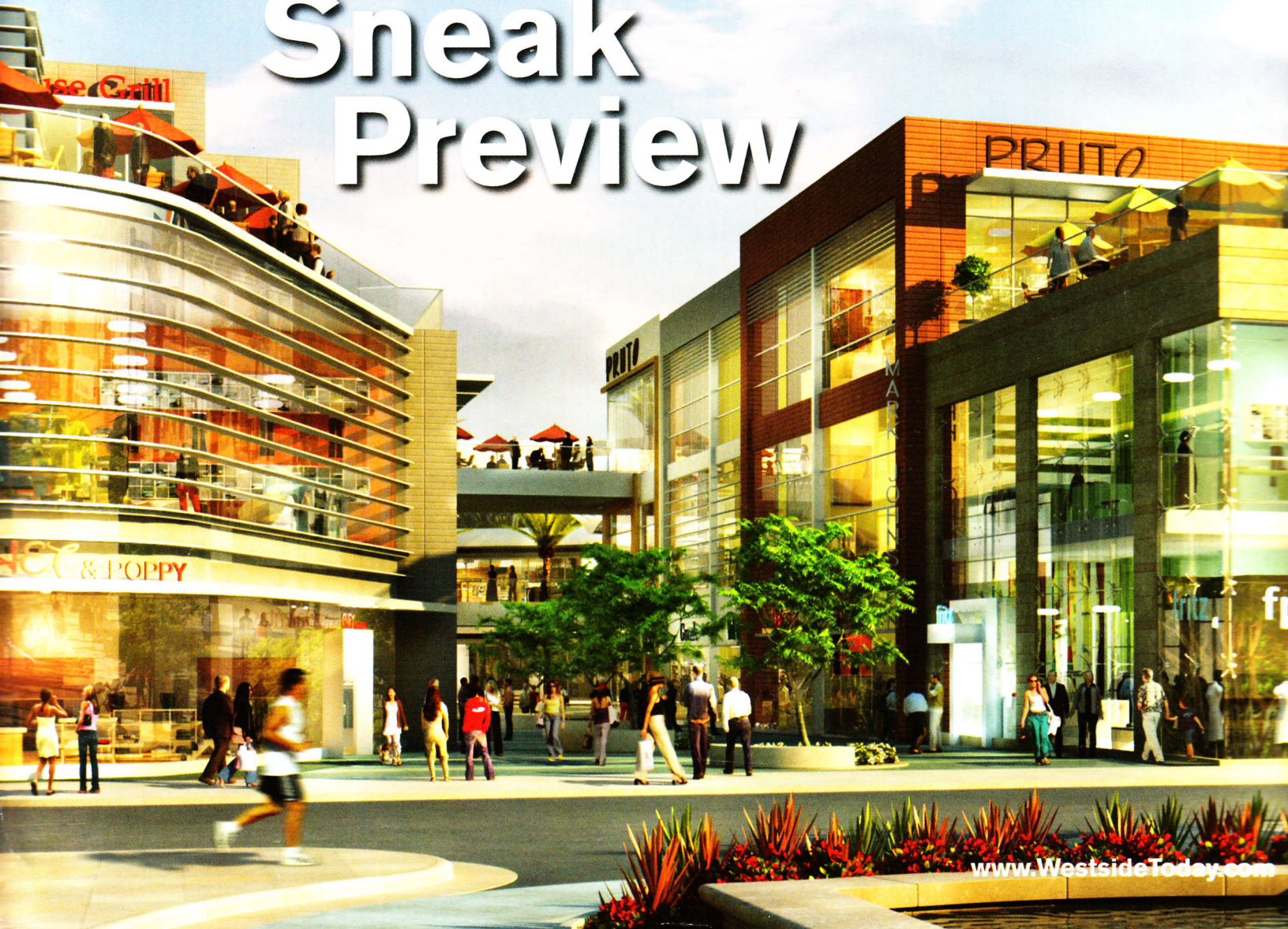


Santa Monica

JUNE 2008 HOME+GARDEN ISSUE

SUN

The **NEW**
Santa Monica Place:
Sneak
Preview



Business+Technology

Business Briefs

By KENDALL JONES

MPC to Open Santa Monica Office

The Moving Picture Company, based in London, has announced plans to open a visual effects facility in Santa Monica in late 2008 – its first U.S. location. MPC LA, which will be headed by highly respected visual effects (VFX) Executive Producer Mark Tobin, will initially focus on the U.S. commercial VFX market. They will be a local presence for L.A. studios that work with MPC. The company will transplant a core talent group from London to MPC LA. www.moving-picture.com

Elite Shares Club Offers Pay-As-You-Go Luxury

You know you've arrived when you get that membership in the Elite Shares Club, a new luxury amenity club based in Beverly Hills. The club provides high net-worth individuals and corporate execs access to luxury properties in popular destinations such as Manhattan, Aspen, Vegas and Miami. Members also have unlimited access to private jet charters and exotic cars. The company's goal is to offer an all-in-one program that far outweighs more typical fractional ownership programs. www.elitesharesclub.com



The Elite Shares Club in Beverly Hills provides luxury properties, private jets and exotic cars to their members.

RFID Comes to American Apparel

Some call radio frequency identification (RFID) the "sign of the beast," but L.A.-based American Apparel calls it a sales dream. The company is implementing an RFID tag program in 16 New York City stores, as well as at its Santa Monica store. The stores only display one of each item in each size at a time. Now, the minute someone buys (or steals) an item, the RFID system will alert stockers exactly what size of which item has left the building for immediate restocking. The company says that as many as 10 percent of items can be off the sales floor at any time and prompt restocking could increase sales by 15 to 25 percent. The system does not account, however, for inventory left in a pile in the dressing room.

This Summer, Get Guitar Hero® to Go

Santa Monica-based Activision, publisher/distributor of the gaming phenom Guitar Hero, will release "Guitar Hero: On Tour," a version of the game specifically developed for Nintendo DS™. The game will be packaged with a peripheral, the Guitar Hero™ Guitar Grip™, a pick-stylus that fits into the DS and allows players to strum tunes on the DS in true Guitar Hero rock-n-roll style. Yes, the company is still embroiled in patent infringement litigation with Gibson Guitar, but that won't stop the release. It also didn't stop the company from posting net revenues of about \$2.3 billion for the nine months that ended December 2007.

Homemade Baby Gets Gluten-Free Certification

Culver City-based Homemade Baby has claimed another first. The baby food innovator was already the maker of America's first and only fresh certified all-organic and certified kosher baby food. Now, it is the only baby food brand that can claim that all of its recipes are also certified gluten-free, as certified by The Gluten-Free Certification Organization. Founded in 2005, Homemade Baby donates 10 percent of the food it prepares to charities that serve undernourished children. www.homemadebaby.com



Homemade Baby is the only baby food brand that can claim that all of its recipes are certified gluten-free.

CARE Offers Rehab for Rover

California Animal Rehabilitation (CARE) has opened Southern California's first physical rehabilitation center for pets. Rehabilitation is an emerging field in veterinary medicine; just as with humans, physical rehabilitation is especially helpful to pets with chronic and debilitating conditions like arthritis and dysplasia, or those recovering from surgery. CARE's 2600 square-foot facility in Santa Monica seems a lot like a human facility with an underwater treadmill, therapeutic laser, ultrasound, electrical stimulation devices, acupuncture, nutritional counseling, and so on. www.CalAnimalRehab.com



CARE has opened Southern California's first physical rehabilitation center for pets.