



[colorado companies] TO WATCH



E.I. MEDICAL IMAGING

» www.eimedical.com

SNAPSHOT: **Loveland**-based E.I. Medical Imaging designs and makes ruggedized, portable, diagnostic ultrasound systems for the veterinary industry.

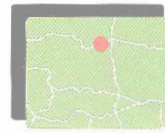
LEADERSHIP: Charles Maloy became president in 2005. The company was founded in 1984.

WORK FORCE: The company had 10 full-time equivalent employees in 2009 and plans to add one more in 2010.

MARKET EDGE: E.I. Medical Imaging is the only U.S.-based manufacturer of ultrasound products specifically for veterinary applications. The company also has pioneered the use of video headsets in conjunction with its ultrasound systems to display images in headsets for use in outdoor, bright conditions.

PIVOTAL MOMENTS: New ownership in 2005 undertook a complete rebranding and grass-roots PR campaign. The launch of its next-generation ultrasound device in 2009 came after 3½ years of R&D and allows E.I. Medical Imaging to broaden its market presence in terms of both animal species (for years its primary market had been in swine reproduction) and geography.

GROWTH PROJECTION: The company expects a 50 percent revenue increase over 2009 in the coming years. Current clients include major universities and veterinary schools, government agencies, private vet clinics and large livestock companies.



EETREX INC.

» www.eetrex.com

SNAPSHOT: Based in **Boulder**, Eetrex is a development-stage company formed in 2006 to commercialize proprietary power systems, battery management systems and power electronics components for battery electric vehicles (BEVs), hybrid electric vehicles (HEVs) and plug-in hybrid electric vehicles (PHEVs).

LEADERSHIP: Carl Lawrence has been CEO since the company's founding.

WORK FORCE: The company had 22 full-time equivalent employees in 2009 and expects to add about eight workers in 2010.

INNOVATION: Eetrex's proprietary and patent-pending inverter-charger, or "Inverger," is the first integrated development of a charger-inverter unit technology for automotive applications. Eetrex was the first company to deploy fully converted prototype Toyota Prius and Ford Escape plug-in hybrid electric vehicle systems to fleet customers for testing and evaluation.

COMPANY STRENGTHS: Eetrex maintains what it believes is a three-to four-year lead in the development of power electronics and battery management technologies. The company was selected to develop an "Inverger" product for one of Detroit's Big Three automakers, slated for roll-out in 2011 and 2012. By demonstrating fuel efficiency better than 100 mpg, Eetrex was one of the first companies to show the economical and environmental efficiencies of plug-in hybrid vehicles.



EATING RECOVERY CENTER

» www.eatingrecoverycenter.com

SNAPSHOT: **Denver**-based Eating Recovery Center is a behavioral hospital providing comprehensive treatment for and sustainable recovery from the eating disorders anorexia and bulimia.

LEADERSHIP: Drs. Kenneth Weiner and Emmett Bishop, both experts in the treatment of eating disorders, founded the firm in 2007. Weiner serves as CEO and medical director.

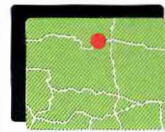
WORK FORCE: Eating Recovery Center had 77 full-time equivalent employees in 2009 and expects to increase to 137 employees in 2010.

COMPANY STRENGTHS: Adults with anorexia and bulimia previously lacked access to a high-quality facility offering inpatient care in the state. Drs. Weiner and Bishop conceptualized a state-of-the-art facility devoted to the full spectrum of eating disorders.

MARKET: Men and women 17 and older with eating disorders.

INNOVATION: ERC's design is, in itself, an innovation, built on the experiences of treatment professionals and former patients. For example, restrooms are designed to look and feel more like a day spa than a hospital restroom, to inspire serenity in what is typically a shameful, stressful environment for someone with an eating disorder.

INFLUENCE: Drs. Weiner and Bishop were instrumental in the development of the Denver-based Eating Disorder Foundation, a nonprofit committed to education and advocacy. ERC's business office advocates on behalf of potential patients with insurance companies and, in most cases, develops single-case agreements – a time-sensitive and difficult process.



EVOL BURRITOS

» www.evolburritos.com

SNAPSHOT: EVOL Burritos is a **Boulder**-based manufacturer of made-from-scratch natural and organic frozen burritos.

LEADERSHIP: Phil Anson, who founded Phil's Fresh Foods in 2002, partnered with Bear Naked Granola co-founder Brendan Synnott and CFO Thomas Spier to launch EVOL Burritos in early 2009. Anson currently is COO, Synnott is chief marketing officer and Spier is CFO.

WORKFORCE: The company ended 2009 with 26 full-time equivalent employees and expects to expand to about 33 workers in 2010.

GROWTH CURVE: Six months after launch the brand had climbed to No. 2 in the natural burritos category.

PIVOTAL MOMENT: Phil's Fresh Foods was a made-fresh-daily delivery company and would have been difficult to capitalize and scale nationally. At the same time, Anson realized fresh Mex giants like Chipotle and Q'Doba had sparked consumer demand for premium affordable luxury, and there was an emerging opportunity in the frozen burrito space to provide a premium frozen burrito experience.

MARKET: Clients include Kroger, Whole Foods, Supervalve, King Soopers and Vitamin Cottage.