



Press Release

New Momentum Launches Operations in China

Irvine, CA, June 3, 2009— Leading provider of anti-counterfeiting and channel integrity software, New Momentum, has now begun operations in China. After New Momentum presented to more than 130 global organizations at the Quality Brands Protection Committee (QBPC) meeting in March, the demand for the company's software solutions in this region was so significant that New Momentum responded by setting up sales and management operations in China. The country manager, Jacky Zhang, is located in Beijing.

Stu Clifton, New Momentum CEO, commented, "With counterfeit and gray market activity expected to reach \$1.2 trillion this year, many global organizations have set up brand protection teams in China, South America and Eastern Europe. We believe we can best provide these worldwide teams with the most responsive service by having local sales and management. As we saw at the QBPC meeting, the Chinese government is focused on reducing the amount of counterfeit products originating in China. We applaud these efforts and expect that our brand protection solution will play a key role in helping reduce the impact of global counterfeit and gray market sales.

"Our customers, who have lost billions of dollars to counterfeits and the gray market every year, are reporting that our product is helping them reduce the amount of non-genuine product on the market and recover lost revenues. In addition, use of New Momentum has enabled these same clients to increase staff productivity and reduce overall brand protection costs—particularly the cost of test buys."

New Momentum's Enterprise Brand Intelligence solution, which is based on an advanced web-mining technology, gives high tech, pharmaceutical and luxury goods manufacturers greater visibility into global Internet activity on a dynamic 24/7 basis. Custom dashboards, email alerts and management reporting keep the brand security group apprised of new potential counterfeit activity. This solution provides manufacturers with the ability to quickly find suspects and counterfeiting networks; locate and prioritize the largest offenders; and better model analytics to identify trends. Customers pay monthly subscription fees for this SaaS (Software as a Service) solution. Should a manufacturer need help with the operational practices, such as investigations and enforcement, New Momentum also offers these services through its collaborative partner program.

About New Momentum

New Momentum offers SaaS-based Enterprise Risk Management (ERM) software that combats the rapidly increasing revenue, profit, brand, and market share erosion resulting from counterfeits, gray market sales and supply interruptions. The company's solutions, which provide unmatched visibility into the global open market, include Enterprise Brand Intelligence (anti-counterfeiting), Enterprise Sales Intelligence (finds channel violations), and Supply Risk Management (manages supply interruptions).

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