



PRESS RELEASE

NewMomentum Enhances Its Brand Protection Portfolio with New Site Detection Functionality

San Rafael, CA, October 13, 2011 - NewMomentum, the premier solution provider for [online Brand Protection](#), announced today the release of significant new functionality in its CyberAnalyst global monitoring platform. The new Site Detection module expands the platform's reach to virtually unlimited abilities to identify online counterfeiters and gray market offenders and enhances the means to filter, prioritize and take action against these illicit sellers.

The CyberAnalyst Site Detection module leverages some of the world's best search engine technology to locate individual online sellers operating rogue sites or networks to sell illicit or unauthorized goods. In a unique two-step search process data related to these sellers is placed in a temporary staging environment where it undergoes further automated filtering, classifying, and ranking as the CyberAnalyst system seeks the worst offenders. Only prioritized suspects are transferred to reports or the CyberAnalyst customer-facing portal for display.

"NewMomentum has always had a leg up on the competition when it comes to monitoring multi-seller venues such as auction sites and global marketplaces," said Pam Passaretti, CEO of NewMomentum. "With Site Detection, we now add the ability to see the thousands upon thousands of individual seller sites that offer our customers' products – and not just see them, but rank them utilizing clear, objective criteria."

Although NewMomentum has just released the Site Detection module, the company has already received a commitment for its first order of the new functionality from a Fortune 200 company. "Marketplaces remain our bread and butter," said Passaretti. "The vast majority of abuses occur on these large venues. But there's no denying that individual sellers can sometimes also wreak havoc on a brand's reputation. We're very pleased to be expanding our solution portfolio to address these smaller seller sites as well."

NewMomentum has also added the ability to identify domain name and paid search advertising abuses with its current CyberAnalyst release.

About NewMomentum

NewMomentum provides a complete software, services and partner suite of offerings that combat the rapidly increasing revenue, profit, brand, and market share erosion resulting from illicit sales activity on the Internet. The company's solutions, which provide unmatched visibility into the global open market, include Enterprise [Brand Protection \(anti-counterfeiting\)](#), Enterprise [Channel Integrity](#) (monitors, reports on and acts on gray market violations), and MAP Monitor (tracks Minimum Advertised Price violations by authorized distributors). www.newmo.com

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