



Press Release

New Momentum and LaMagna and Associates Join Forces to Combat Counterfeits and Gray Market Piracy

Irvine, CA, August 12, 2009—New Momentum, a leading provider of counterfeiting and channel integrity software, and LaMagna and Associates, a leading IP consulting firm that offers both strategic program development and tactical investigations, are teaming up to educate enterprises on how to regain the revenues lost through counterfeits and unauthorized gray market sales.

Rich LaMagna, President of LaMagna and Associates, said, “The evidence is conclusive—counterfeiting and piracy worldwide have increased dramatically and impact critical industries from car parts to baby formula. Our partnership will offer brand owners an end-to-end solution of the highest caliber to effectively address the challenge and protect the consumer.”

“Today’s manufacturers are losing millions to counterfeits and gray market piracy,” commented Stu Clifton, New Momentum’s CEO. “Yet, as we talk with companies in the high tech, pharmaceutical, and retail luxury goods industries, we’re finding many of them don’t know what to do about the problem. We want to help them regain their profits quickly by offering a total solution. While our software provides that important first step—unmatched visibility into what’s happening in the global open markets—we believe working with LaMagna and Associates, an organization that has a great track record in setting up the strategic and tactical processes necessary to efficiently and effectively stop the product counterfeiters and diverters, offers an important total solution.”

About LaMagna and Associates

LaMagna and Associates is a leading IP consulting firm that offers strategic program development and tactical investigations. The company assists several Fortune 500 companies in developing and managing both Internet and hard goods brand protection programs. In addition, LaMagna and Associates also provides guidance and management expertise in helping corporations develop and manage law enforcement relationships and training programs. www.lamagnaandassociates.com

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). www.newmo.com

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