



## ***Press Release***

# **New Momentum Teams with Oracle to Help Reduce Counterfeiting in the Life Sciences Industry**

**Irvine CA, Oct 6, 2009**—New Momentum, a leading provider of SaaS-based anti-counterfeiting and channel integrity solutions, is working with Oracle to help pharmaceutical companies combat the escalating problem of counterfeit drugs and meet new regulatory compliance requirements.

According to the Center for Medicine in the Public Interest, worldwide pharmaceutical counterfeits are expected to increase by 13% annually — nearly twice the pace of legitimate drugs. This means that counterfeit drugs could become a \$75B industry by 2010. As these bad drugs flood the market, patient wellness is at risk and so are manufacturers' revenues and brand reputation. This growing counterfeit problem, combined with the expected federal regulations for serialized drug products and electronic pedigrees, creates significant challenges for pharmaceutical companies.

New Momentum's CEO, Stuart Clifton, commented, "The best way to meet these challenges is to incorporate internal enterprise and supply chain data with external data on counterfeit suspects and activity. That's why we're working closely with Oracle's Life Sciences team to provide the first solution to offer pharmaceutical companies the ability to track units through the supply chain as well as quickly identify and find counterfeits."

Oracle is focusing on helping manufacturers with a total solution that includes the ability to serialize each sellable unit and then track that unit through the supply chain via electronic pedigree. By integrating its 24/7 real-time view of counterfeit suspects, New Momentum expects to help pharmaceutical customers be proactive in their anti-counterfeiting efforts and comply with serialization and pedigree mandates. Prototypes of this solution will be demonstrated at Oracle OpenWorld, New Momentum Booth #2619A and Oracle Booth #S-082 from October 11-15 in San Francisco.

New Momentum is a member of the Oracle PartnerNetwork.

### **About the Oracle PartnerNetwork**

Oracle PartnerNetwork is a global business network of more than 21,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest business software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.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 global outsourcing and Internet trading. 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](http://www.newmo.com)



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