

JDSU Strengthens Authentication Solutions with Additional Online Brand Monitoring Capabilities

Agreement Incorporates NewMomentum Service to Combat Online Counterfeiters and Gray Market Offenders

Milpitas, Calif., August 3, 2011 – [JDSU](#) today announced that it is expanding its range of offerings with the addition of an online brand monitoring service. JDSU is leveraging the expertise and commercially-proven technology of [NewMomentum](#), a provider of online brand protection solutions based in San Rafael, California.

The JDSU and New Momentum partnership delivers an automated system that monitors online activity taking place in global marketplaces, trade forums and auctions. This helps brand owners quickly pinpoint and address illegal counterfeit and gray market activities. It can also help to control potential revenue losses and improve margins by allowing brand owners to monitor distributor adherence to manufacturer distribution policies.

According to the Coalition Against Counterfeiting and Piracy, counterfeit products and unauthorized diversion costs the U.S. economy billions of dollars annually, leads to the loss of hundreds of thousands of jobs and needlessly exposes consumers to dangerous and defective products.

“A company’s brand is one of their most valuable assets. A counterfeit or diverted product presents real risk to that asset and to consumers,” said [Greg Miller](#), vice president and general manager of Authentication Solutions for the AOT segment at JDSU. “The agreement with NewMomentum enhances JDSU’s end-to-end suite of services that help brand owners reduce risk and serious business issues that arise from counterfeit transactions.”

“Manufacturers and sellers are incorporating sophisticated and comprehensive security measures in an effort to curb the proliferation of counterfeit goods and services,” said Pam Passaretti, CEO, NewMomentum. “We’re excited to provide JDSU with a comprehensive online brand monitoring platform that will help their customers efficiently and quickly address the unlawful use and sale of their goods and services.”

[JDSU authentication solutions](#) are used in a broad range of industries, from pharmaceuticals to consumer products, as an effective deterrent to counterfeiting. The company is a developer and producer of high-security [overt](#) (brand authentication), [covert](#) (brand forensics) and digital authentication solutions that protect valuable documents and many of the world's most recognized brands.

About JDSU

JDSU (NASDAQ: JDSU; and TSX: JDU) innovates and markets diverse technologies that enhance the way people experience the world every day. We enable fast, high-quality communications, secure financial transactions, reliable consumer electronics, green energy, differentiated brands and a host of other solutions. We provide these solutions through three business segments: Communications Test and Measurement, Communications and Commercial Optical Products, and Advanced Optical Technologies. To learn more about JDSU, please visit www.jdsu.com and www.jdsu.tv and follow us on twitter at twitter.com/jdsu.

CONTACT INFORMATION

JDSU

Press: Noël Bilodeau 408-546-4567 or noel.bilodeau@jdsu.com
Investors: Michelle Levine Schwartz 408-546-4421 or michelle.levine@jdsu.com

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