



Press Release

New Momentum Opens Santa Clara Office

San Clemente, CA, June 17, 2008 – In response to the growing demand for the company's Enterprise Risk Management (ERM) software, New Momentum has expanded operations and opened a new office in Santa Clara.

Stu Clifton, CEO, New Momentum, commented, "At this time New Momentum's solutions focus on the high tech industry—in particular, companies that make or use electronic components in their products. Since so many of the companies who need both our Enterprise Brand Intelligence and Supply Risk Management applications are located in the Bay area, we wanted to launch local operations to better support our customers.

"Cost-cutting manufacturing techniques such as global outsourcing that have created a proliferation of counterfeit and gray market activity as well as the potential for disruptive supplier failures are driving the trend toward ERM software and the demand for our solutions."

The Santa Clara office is located at:
5201 Great American Pkwy., Suite 320
Santa Clara, CA 95054
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About New Momentum

New Momentum offers Enterprise Risk Management solutions that provide tools to reduce operational risk, improving revenue and profits for companies who make or use electronic components in their products (includes consumer electronics). Armed with New Momentum's open market data, which is difficult or impossible to get any other way, enterprises can better manage supply interruptions, protect their brand and intellectual property, improve partner compliance, reduce surprises in asset valuation and provide excess inventory resolution.

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