



Press Release

New Momentum CEO Speaks At QBPC (Quality Brands Protection Committee) Anti-Counterfeiting Conference

Irvine, CA, March 18, 2009— Although a supplier or vendor has never been asked to present at a QBPC conference previously, Stuart Clifton, CEO of New Momentum will speak at the QBPC's Ninth Anniversary Conference in Beijing, March 25-26. The QBPC is one of the world's largest anti-counterfeiting organizations. New Momentum is a leading provider of brand protection software and services.

Clifton commented, "For too long, manufacturers did not want to admit they had problems with counterfeits. However, as quality issues rose and profits were lost, enterprises from all over the world and all industries started working together to find solutions that would help them more quickly recover the revenue lost to counterfeits, their brand reputation and the safety of their customers. One of the organizations that has been at the forefront of this problem is the Quality Brands Protection Committee (QBPC). This group's membership list is a 'who's who' of just about every major global enterprise."

Because so much of the counterfeiting problem originates in China, since 2000, QBPC has conducted over 80 conferences and joint projects in China and continues to work with central and local enforcement agencies to hold training seminars and exchanges of best practices.

Clifton says he was asked to speak because, "Our SaaS-based solution gives our clients the tools they need to quickly find counterfeits and get them to cease operations." His presentation will focus on the latest technologies companies can use to gain maximum visibility into counterfeit and gray market activity; locate syndicates; restore channel integrity and recover the revenue lost to these illegal operations.

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). New Momentum's Total Solution Experience offers companies all the necessary investigation and enforcement services. www.newmo.com

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