

COMPANY NEWS

'New Momentum' in China

In an uncharacteristic break with tradition, a supplier was invited to give a presentation at the Quality Brands Protection Committee's (QBPC) ninth anniversary Anti-Counterfeiting Conference in Beijing. The supplier was New Momentum, a company that offers online brand protection solutions through its proprietary web mining and reporting technology. According to Chris Jensen, VP Marketing for the company, the presentation was so successful that New Momentum was immediately encouraged to hire a sales representative in China to represent their product in Shanghai and Beijing.

New Momentum is a fairly new company, formed in 2005 and consisting mainly of software developers and a management team experienced in enterprise software who spotted a gap in the market for tracking and tracing internet-based counterfeiting and gray market activity.

The company offers a hosted service that runs 24/7, with real time reporting using SaaS-based (Software as a Service) Enterprise Risk Management (ERM) software. Its clients pay a

monthly subscription for the service and software, which comes with a dashboard monitor which they can operate themselves and receive instant feedback instead of weekly or monthly reports. Says Jensen: 'This is important in a world where a trader in counterfeits might only be active on the internet for 24/48 hours'.

ber had tripled. Within six weeks, moreover, the software enabled them to identify several large-scale, potential network rings.

The company is also branching out into the luxury goods sector and has just completed a pilot with a leading manufacturer, during which time – tracking just 12 products – they found

177 illegal commercial suspects selling more than 38,000 units with a retail street value of more than \$80m.

Furthermore, at the beginning of April, New Momentum announced plans to widen its brand protection software offering with new investigation and enforcement services. Called the *Total Solution*

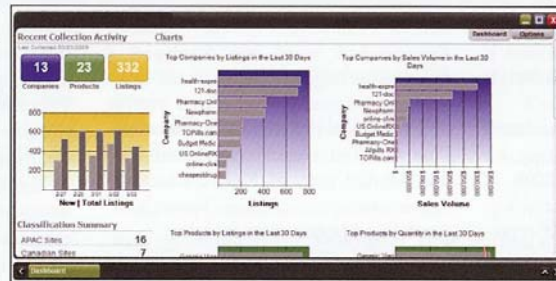
Experience, this service will be offered through a global network of investigation partners, with the aim of providing end-to-end brand protection to clients from counterfeit identification to successful prosecution.

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Screen shot of part of the New Momentum Dashboard Platform.

New Momentum launched a version of its software specifically for the pharmaceutical sector in February. According to the company, a leading manufacturer, comparing its solution with another anticounterfeiting software product, reported that they found twice as many counterfeits using New Momentum's software in the first eight weeks. And after 16 weeks, that num-