



## ***Press Release***

# **New Momentum Expands Operations, Moves Headquarters to Northern California**

**Irvine, CA, July 7, 2010**—New Momentum Inc., the leader in SaaS-based brand protection solutions, has just announced an expansion of its sales, support, and operations organizations to accommodate rapid customer growth. As part of the expansion, worldwide headquarters has been moved to northern California to be closer to the company's largest market--the high tech industry. The company will continue to maintain an office and major presence in southern California.

Pam Passaretti, New Momentum CEO, commented, "As counterfeit sales and channel violations continue to rise, companies in the high tech, pharmaceuticals and luxury goods industries, are seeing their bottom line drop. New Momentum has played an essential role in helping customers reduce these illegal, costly and dangerous activities. This year we're seeing more and more organizations fight back by increasing their online monitoring and brand protection programs. We have expanded our operations to accommodate this growth."

New Momentum's new global headquarters is located at 980 Lincoln Avenue, Suite 200, San Rafael, CA 94901. The company's southern California office will remain at its current Irvine location.

### ***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) and Enterprise Sales Intelligence (finds channel violations). [www.newmo.com](http://www.newmo.com)

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