



## **Press Release**

# **New Momentum Brings Its Anti-Counterfeiting and Channel Integrity Software to the Retail Luxury Goods Industry**

**Irvine, CA, April 23, 2009**—Already a proven leader in the high tech and pharmaceutical industries, New Momentum is now offering its subscription-based brand protection software to retail luxury goods manufacturers. Early pilots with some of the world's most prestigious brands demonstrate that New Momentum's anti-counterfeiting software helps them identify violators and recover lost revenues.

Stu Clifton, New Momentum CEO, commented, "Customers can't tell the difference between a real and counterfeit product, and neither can the experts in many cases. Yet, the damage these perpetrators are doing to a luxury goods manufacturer's brand as well as the significant revenue loss cannot be understated. No industry or market segment is immune. We are now entering the retail luxury goods market to assist the leading brands in their battle against counterfeits."

New Momentum just completed a one-month major pilot with an international luxury goods manufacturer. Here's what happened:

**Counterfeit losses found:** Tracking just 12 current-season products, the New Momentum solution found 177 illegal commercial suspects selling more than 38,000 units with a retail street value of more than \$80 million.

**Recoverable Revenue:** The Alliance for Gray Market and Counterfeit Abatement (AGMA) and KPMG estimate that conservatively 25% of revenues lost to counterfeits and gray market activity can be recovered. As a result, this company could potentially recapture more than \$20 million in lost revenues on these 12 products alone. And that's just what was found in one month of active New Momentum surveillance.

New Momentum's Enterprise Brand Intelligence solution, which is based on advanced web search and data cleansing technology, gives luxury goods manufacturers greater visibility into the global market activity on a dynamic 24/7 basis. A custom dashboard and email alerts keep the brand security group apprised of new potential counterfeit activity. This solution provides manufacturers with the ability to find and prioritize new targets and networks that sell counterfeits; locate the largest suspects; and better modeling tools to identify market trends.

Since New Momentum's brand protection product is a Software-as-a-Service (SaaS) solution, customers get the benefit of reduced costs with monthly subscriptions and a hosted service that eliminates costly deployments and upgrades. Additionally, should a manufacturer need help with investigations and enforcement, New Momentum also offers an end-to-end brand protection solution, providing a wide variety of these services.

### **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). [www.newmo.com](http://www.newmo.com)

**Contact: Chris Jensen, VP Marketing, 714.803.1432, [cjensen@newmo.com](mailto:cjensen@newmo.com)**