



Press Release

New Momentum Launches Anti-Counterfeiting Software for Pharmaceutical Companies

Irvine, CA, Feb 25, 2009—Already a leader in the High Tech industry, New Momentum, provider of Enterprise Brand Intelligence software, is now offering its anti-counterfeiting software to pharmaceutical companies.

Stu Clifton, New Momentum CEO, reported, "According to the Center for Medicine in the Public Interest, worldwide counterfeit sales are increasing at about 13 percent annually—nearly twice the pace of legitimate pharmaceuticals—and could become a \$75 billion industry by 2010. These counterfeits pose a significant threat to patient safety as well as eroding pharmaceutical manufacturers' revenues and brand. Our solution gives our clients the tools they need to quickly find the counterfeits and get them to cease operations."

A leading pharmaceutical manufacturer, comparing the New Momentum solution with another anti-counterfeiting software product, reported that they found twice as many counterfeiters using New Momentum's software in the first 8 weeks. And after 16 weeks, that number had tripled. Within 6 weeks, the New Momentum software enabled them to identify several large-scale, potential network rings.

The company's Enterprise Brand Intelligence solution, which is based on an advanced web mining technology, gives pharmaceutical manufacturers greater visibility into the global internet activity on a dynamic 24/7 basis. A custom dashboard and email alerts keep the brand security group apprised regarding new potential counterfeit activity. This solution provides manufacturers with the ability to find new targets and networks that sell counterfeits; locate large players; and better model to find consistent trends.

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).

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