



## **Press Release**

# **New Momentum Demonstrates Advanced Brand/IP Protection Solutions at the GSA Conference**

*Free global searches for counterfeits and unauthorized sales are offered to GSA Member Companies*

**San Clemente, CA, Sept 3, 2008**—New Momentum announces it will participate in the GSA Suppliers Expo and Conference on October 2 at the Santa Clara Convention Center in Santa Clara, CA. The company will demonstrate its Enterprise Brand Intelligence SaaS solution and will also provide, free of charge, data on counterfeits and unauthorized distribution to GSA member companies. The conference includes two keynote presentations and two panel discussions highlighting today's relevant business topics as well as an exhibition showcasing the industry's most innovative products and services.

Stu Clifton, New Momentum CEO, reported, "According the US Customs and AGMA (Association for the Abatement of Gray Market and Counterfeits) statistics, approximately 50 counterfeit chips enter the US every second. That means semiconductor companies, no matter what their size, stand to lose significant amounts of revenue, brand reputation and channel partner loyalty every day. New Momentum is helping companies find and shut down these illegal operations with our advanced SaaS-based web mining solutions. Here's an example of the impact on a typical tier 1 company: one New Momentum customer found 500 instances of counterfeits or unauthorized sales within the first 30 days they used our solution."

At the conference, the company will demonstrate their flagship applications: Enterprise Brand Intelligence and Enterprise Sales Intelligence. Additionally, any GSA member company that submits part numbers (up to 10) for IP they are concerned about will receive, free of charge, the results of New Momentum's global search. And, if they don't send their part numbers prior to the show, they can stop by the booth for a live, interactive search for their parts.

The GSA Suppliers Expo and Conference, now in its 15<sup>th</sup> year, will feature more than 100 exhibiting companies and host over 1,500 attendees from fabless, IDM, OEM, supplier and service provider companies. The event includes a full day of educational programming that will address the theme "Global: Markets, Perspectives, Technology." The exhibition allows suppliers the opportunity to showcase their products and services and establish relationships with executives, managers and engineers from the semiconductor industry.

For additional information or to register, visit [http://www.gsaglobal.org/suppliers\\_expo/usa2008/](http://www.gsaglobal.org/suppliers_expo/usa2008/). Complimentary registration is available online through September 29, and onsite registration is \$25. To schedule a demonstration or meeting with New Momentum, contact Chris Jensen, [cjensen@newmo.com](mailto:cjensen@newmo.com).

New Momentum will be exhibiting at booth 213.

### **About New Momentum**

New Momentum offers Enterprise Risk Management solutions that provide tools to reduce operational risk, improving revenue and profits for companies who make or use electronic components in their products (includes consumer electronics). Armed with New Momentum's open market data, which is difficult or impossible to get any other way, enterprises can better protect their brand and intellectual



property, improve partner compliance, manage supply interruptions reduce surprises in asset valuation and provide excess inventory resolution. [www.newmo.com](http://www.newmo.com)

**About GSA:**

The Global Semiconductor Alliance (GSA) mission is to accelerate the growth and increase the return on invested capital of the global semiconductor industry by fostering a more effective fabless ecosystem through collaboration, integration and innovation. It addresses the challenges within the supply chain including IP, EDA/design, wafer manufacturing, test and packaging to enable industry-wide solutions. Providing a platform for meaningful global collaboration, the Alliance identifies and articulates market opportunities, encourages and supports entrepreneurship, and provides members with comprehensive and unique market intelligence. Members include companies throughout the supply chain representing 25 countries across the globe. [www.gsaglobal.org](http://www.gsaglobal.org)

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