



Press Release

New Momentum Expands R&D, Sets the Pace for Advanced SaaS Technology

San Clemente, CA, July 10, 2008—New Momentum, leader in SaaS-based Enterprise Risk Management software, expanded its R&D group to ensure that the company retains its technology leadership position. The expanded R&D team will focus on continued development of the company's advanced database management tools.

Stu Clifton, CEO, New Momentum, commented, "Our Enterprise Brand Intelligence (Brand/IP Protection) and Supply Risk Management applications are the only solutions that provide companies with real-time visibility into the global, open market. This open market visibility provides our Enterprise Brand Intelligence customers with maximum visibility into counterfeits and gray market sales, and it helps our Supply Risk Management users avoid production shut downs. With the additional R&D resources, we plan to expand our offerings to provide even greater open market visibility, new risk models and advanced risk assessment algorithms—all based on the most advanced SaaS technology available in today's market. New Momentum plans to continue to aggressively increase its investment in R&D, keeping the company one-two years ahead of the market.

"This expanded team now provides New Momentum with the opportunity to begin discussions with technology platform players who want to integrate Service Oriented Architecture (SOA) with New Momentum's advanced data cleansing capabilities."

The New Momentum development group uses the latest Microsoft .NET 3.5 technologies for all of the company's current applications as well as agile methodologies for rapid development. With the additional resources, they will now focus development efforts on: data collection, risk analysis, expanded user suite of alerts and dashboard modules.

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 manage supply interruptions, protect their brand and intellectual property, improve partner compliance, reduce surprises in asset valuation and provide excess inventory resolution.

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