



Press Release

New Momentum Demonstrates Anti-Counterfeiting Software at AGMA Meeting

San Clemente, CA, July 1, 2008 – At the July 16 AGMA (Association for Abatement of Counterfeit and Gray Market Activity) meeting, New Momentum, provider of enterprise risk management software, will do a presentation and demonstrate the company's Enterprise Brand Intelligence software which provides global, open market visibility for counterfeits and unauthorized sales.

The presentation titled, *Building a Business Case and ROI: Justify the Need for Daily, In-Depth Visibility into Gray Market Activity*, will be given by New Momentum Vice President Eric Linxwiler. Utilizing a company case study, the presentation focuses on how to build a true value-based business case and ROI proposal to illustrate why a company's senior executive management team must dedicate the appropriate financial and human capital required to support the implementation and execution of a world-class brand intelligence initiative.

About AGMA

AGMA is a non-profit organization comprised of influential companies in the technology sector including founding members 3Com Corporation, Cisco Systems, Inc., HP and Nortel. Incorporated in 2001, AGMA's mission is to address gray market fraud and counterfeiting of technology products around the globe. The organization's goals are to protect the authorized distribution channels and intellectual property of authorized goods to improve customer satisfaction and preserve brand integrity. AGMA is open to any technology manufacturer that owns a branded high technology product. For more information, please visit www.agmaglobal.org.

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. www.newmo.com

Contact: Chris Jensen, VP Marketing, 714.803.1432, cjensen@newmo.com