



## ***Press Release***

# **New Momentum Widens Brand Protection Software Offering With New Investigation and Enforcement Services**

**Irvine, CA, April 1, 2009**—In addition to its SaaS-based anti-counterfeiting and gray market software, New Momentum now offers a Total Solution Experience, which includes all investigation and enforcement services necessary for getting violators to cease operations.

Stu Clifton, New Momentum CEO, reported, “Our standard SaaS-based offering is unsurpassed in the first step of revenue recovery—visibility. Typically, our customers report that their success rate in finding counterfeits and gray market activity is three times better than the solution they were using previously. However, we’ve found that some companies need assistance with the next steps of investigation and enforcement. That’s why we now provide our customers with a complete end-to-end brand protection solution.”

New Momentum’s standard offering includes:

- Advanced “search, cleanse and deliver” technology that provides real-time, 24/7 “running when you’re not” data and analysis, giving companies greater visibility into the global, open market
- “Actionable intelligence” delivered to a custom dashboard and in email alerts, resulting in major productivity increases and best-margin target opportunities
- A leading-edge SaaS-based solution that is up and running in days—not months or years.

The Total Solution Experience includes the New Momentum’s standard offering plus any or all of the following services:

- Due-diligence Investigation of low-price, high-volume targets identified by New Momentum
- Test purchase from target
- Civil actions
- Criminal action
- Re-purchases to ensure counterfeits have ceased illegal activity

### ***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)

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