



***FOR IMMEDIATE RELEASE***

**AGMA PRESIDENT TO SPEAK AT ANTI-COUNTERFEITING AND BRAND PROTECTION CONFERENCE IN NEW YORK**

**Nick Tidd to Discuss the Impacts of Certain Sales Procedures and Compliance Issues on the IT Counterfeiting and Gray Markets**

**FREMONT, Calif., October 26, 2006** – The Alliance for Gray Market and Counterfeit Abatement (AGMA), a non-profit organization dedicated to curbing the gray marketing and counterfeiting of technology products around the globe, today announced its President, Nick Tidd, will speak at a IQPC event on Anti-Counterfeiting and Brand Protection, that takes place October 25-27, 2006 at the Affinia Manhattan Hotel in New York City. Tidd's presentation, titled "Compliance Is Good Business, A Sales Perspective," will address how sales procedures and compliance can impact the IT counterfeiting situation and will be delivered on October 26, 2006 at 4:25 p.m. Eastern time.

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. The Anti-Counterfeiting and Brand Protection Conference has assembled a distinguished faculty that will share strategies for securing and enforcing IP rights strategically overseas. It will also address brand protection tactics for ensuring a companies' survival and continued success.

The event offers an opportunity for AGMA to reach a wide audience of the world's influential business executives. AGMA is driving a strategic initiative comprised of leading high technology companies committed to addressing the global impact of the gray market and counterfeiting of goods on the technology industry. As an umbrella organization, whose members' combined annual revenues exceed \$130 billion, AGMA's mission is to

provide a platform that aids its membership in upholding the highest product quality standards, driving high customer satisfaction, protecting brand integrity, improving standards for intellectual property enforcement, mitigating the counterfeiting of IT products and stemming the unauthorized flow of goods into the gray market.

“Our goal is to educate the industry about the gray market and its impact and develop industry best practices to mitigate the counterfeiting of branded technology products in order to reduce the potential harm counterfeits cause to customers, authorized distribution partners and the high tech industry as a whole,” said Tidd. “This IQPC conference provides us with a great forum to get our message out as well as extend a personal invitation to high technology companies to join the Alliance as we build one of the leading technology industry associations.”

Tidd’s participation in the Anti-Counterfeiting and Brand Protection Conference demonstrates AGMA’s thought leadership on this issue and its impact on the IT industry. His presentation will touch on a number of issues regarding the IT counterfeit and gray markets, including how they affect consumers, the impact of the sales process, potential impacts of non-compliance on OEMs, the channel and end users, and how to curb or prevent the problem.

Aiming to educate a wide audience about the growing IT counterfeit and gray market threats, AGMA uses a variety of avenues to get its message out and cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, industry guidelines, and, as appropriate, public policy advocacy in areas like law enforcement and customs. To learn more about AGMA’s initiative or to become a member, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

## **About AGMA**

The Alliance for Gray Market and Counterfeit Abatement (AGMA) is a non-profit organization comprised of influential companies in the technology sector including founding members 3Com Corporation [NASDAQ: COMS], Cisco Systems, Inc. [NASDAQ: CSCO], HP [NYSE, Nasdaq: HPQ] and Nortel [NYSE/TSX: NT]. Incorporated in 2001, AGMA’s mission is to mitigate the gray marketing and counterfeiting of technology products around the globe. The organization’s goals are to help members in their efforts to

protect 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 IT product. For more information, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

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