



## ***FOR IMMEDIATE RELEASE***

### **AGMA PRESIDENT SPEAKS ON 'FOUR EVILS THAT IMPACT THE HIGH TECH INDUSTRY'**

#### **Ram Manchi Discusses Gray Market Fraud, Counterfeiting, Service Abuse and IP Theft at IIA Meeting; AGMA Appoints New Executive Members**

**HOUSTON, Texas, November 24, 2008** – Ram Manchi, president for the Alliance for Gray Market and Counterfeit Abatement (AGMA), recently gave a presentation to The Institute of Internal Auditors (IIA), San Jose, Calif. chapter, warning of 'The Four Evils that Impact the High Tech Industry'.

Manchi's presentation provided a high level overview of these four 'evils': gray market fraud, counterfeiting, service abuse, and IP theft; focusing on the magnitude of the impact felt by the IT industry. Manchi went on to provide IIA members with suggested best practices to implement in order to mitigate this impact, noting that taking these proactive steps is especially important in today's economic climate, as any of the threats outlined in the presentation can adversely impact pricing and margins.

The IIA is an international professional association of more than 150,000 members. The IIA is the internal audit profession's global voice, recognized authority, acknowledged leader, chief advocate, and principal educator. Members work in internal auditing, risk management, governance, internal control, information technology audit, education, and security.

AGMA is a non-profit organization dedicated to addressing the gray marketing and counterfeiting of technology products around the globe. "AGMA's goal is to educate the industry about gray market, counterfeiting and service abuse issues and their impact. We are actively involved in the development of industry best practices to mitigate these risks

more

and reduce the potential harm caused to customers, authorized distribution partners and the high tech industry as a whole,” noted Manchi. “The IIA conference provides us with a great forum to get our message out to those in the technology sector who could be negatively impacted. By sharing experiences, insights and ideas, we can help make a difference.”

Additionally, AGMA has appointed two new directors, Chris LaChapelle of QLogic and David Steinman of Sun Microsystems. AGMA has also named James Vanlandingham of Hitachi Global Storage Technologies as its new secretary.

### **About AGMA**

AGMA is a non-profit organization comprised of influential companies in the technology sector including founding members 3Com Corporation, Cisco Systems, Hewlett-Packard 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 intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

AGMA welcomes any technology manufacturer that owns a branded IT product. Aiming to educate a wide audience about the growing IT counterfeit, gray market fraud and service abuse threats, AGMA uses a variety of avenues to cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, industry guidelines, and, where 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).

###