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AGMA ADDS JUNIPER NETWORKS TO MEMBER ROSTER; BOLSTERS MANAGEMENT TEAM WITH MICROSOFT EXECUTIVE

Asia Pacific Council Meeting Spotlights Relationships with Law Enforcement in Addressing Counterfeiting and Gray Marketing

HOUSTON, Texas, April 7, 2009 – The Alliance for Gray Market and Counterfeit Abatement (AGMA), a non-profit organization dedicated to addressing the gray marketing and counterfeiting of technology products around the globe, today announced that it has added a new member company to its roster. Juniper Networks, the leader in high-performance networking, has joined AGMA.

“Juniper Networks is very pleased to join AGMA in order to partner collaboratively with other industry leading high technology companies in combating the growing problem of counterfeiting and gray marketing of IT products,” noted Lorne Morris, director of worldwide compliance for Juniper Networks. “The opportunity for Juniper to leverage the combined knowledge and expertise of many of the foremost experts in the field is of tremendous benefit to protect the brand equity of Juniper and our partners. Our ability to gain access to best-in-class strategies, programs and effective processes which address this growing threat makes participation in AGMA essential for us.”

AGMA has appointed Cori Hartje, senior director Microsoft Genuine Software Initiative as a new director. Along with overseeing various anti-piracy efforts and product

group integration programs focused towards Microsoft's efforts at preventing counterfeit and other forms of software piracy, Hartje is active with various industry groups and is a spokesman for anti-piracy activities.

AGMA's Asia Pacific Council meeting was held in Hong Kong on March 12, and focused on the important elements to successful prosecution in China with the highest priority on building relationships with regional government officials, including law enforcement and customs. At the meeting, which was hosted by international law firm Baker & McKenzie, AGMA members learned that solid and substantial case documentation as well as a comprehensively documented investigation and evidence are critical factors to successful intellectual property rights trials in China.

According to AGMA president Ram Manchi, "Counterfeiting, gray market fraud, service abuse, and IP theft are among the most challenging issues facing the IT industry today. AGMA's member companies are some of the most influential companies in the high technology arena, and together we are able to help address, educate and create awareness for these issues. Our member meetings give us an opportunity to work together to identify solutions and potential issues on the horizon - by sharing experiences, insights and ideas, we can help make a difference."

There are many benefits to becoming a member. AGMA provides an open forum where intellectual property brand owners can discuss trends, issues and approaches to gray market fraud and counterfeiting in the technology sector. It also uses a variety of avenues to get its message out and cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, whitepapers, 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.

About AGMA

AGMA is a non-profit organization comprised of influential companies in the technology sector including founding members 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 initiatives or to become a member, please visit www.agmaglobal.org.

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