



## ***FOR IMMEDIATE RELEASE***

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### **KPMG ADDED AS AGMA MEMBER**

#### **Professional Services Firm Provides Leading Practices and Strategies for Companies Dealing with Gray Market, Counterfeiting and Service Abuse**

**LOS GATOS, Calif., September 28, 2010** – The [Alliance for Gray Market and Counterfeit Abatement](#) (AGMA), a non-profit organization dedicated to addressing gray market, [counterfeiting](#) and warranty and service abuse of branded goods around the globe, today announced that it has officially added KPMG LLP to its member roster.

AGMA's membership continues to grow as KPMG, though long associated with AGMA, officially becomes the latest of the leading professional services firms uniting behind its cause. AGMA and its member companies strive to make engaging in gray market, counterfeit and warranty and service abuse more difficult, undesirable and unprofitable for perpetrators. AGMA membership provides access to collaborative strategies, programs and effective processes to effectively address the issues surrounding gray marketing in the IT sector.

According to AGMA president [Ram Manchi](#), "KPMG joining AGMA demonstrates the importance of the role professional firms play in helping address the issues faced by our member companies. KPMG already works closely with many of AGMA's members on their gray market and IP protection programs and can share ideas and real experience, which all members can leverage. KPMG's input can also help AGMA in its ongoing mission to reduce the gray market and its impact on the industry."

KPMG led AGMA's first gray market study '*Strong Channel Management Can Reduce Gray-Market Exposure*' in 2001, which highlighted the issue of the gray market on the high tech industry, estimated the potential impact (both financially and non-financially) and presented strategies for addressing it. KPMG also presented an updated study, published in 2008, which discussed the ways in which companies are addressing the issue and focused on the challenge posed by gray market brokers, who constantly pursue innovative ways to source and distribute products outside of authorized channels.

Manchi continued, "KPMG has been involved and supporting AGMA since its inception in 2001, serving as a valuable resource by sharing leading industry practices from its significant experience providing channel management services. AGMA is pleased to now be able to welcome KPMG as an official member, and we look forward to expanding our valuable relationship."

AGMA provides a platform for sharing collaborative strategies in the technology sector. AGMA facilitates a forum for information sharing on a variety of topics including brand protection programs and effective processes to address the growing threats of counterfeiting, gray market fraud and service and warranty abuse. Manufacturers seek to limit gray marketing of their products, to protect their brand and their legitimate partner ecosystem - as well as end users.

To learn more about AGMA's initiatives or to become a member, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

### **About AGMA**

AGMA is a non-profit organization comprised of influential companies in the technology sector. Incorporated in 2001, AGMA's mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse 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, as well as persons or entities that own or hold intellectual property rights to finished goods outside the technology

industry; product and service providers, government and law enforcement who provide goods and/or services to combat gray market fraud, counterfeiting and warranty 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. To learn more about AGMA's initiatives or to become a member, please visit [www.agmaglobal.org](http://www.agmaglobal.org).

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