

Media Advisory

FOR IMMEDIATE RELEASE

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LARGEST ANTICOUNTERFEITING GROUP CONVENES IN CHICAGO
AntiCounterfeiting Leaders Call for Consumers to Boycott Fakes

CHICAGO – Counterfeiting brand-name products has become a \$600 billion illegal business. During April 25-27, hundreds of representatives from major labels, intellectual property attorneys, and private investigators will converge in Chicago for the International AntiCounterfeiting Coalition 2007 Spring Conference.

During the conference, experts in the brand protection field from across the world will discuss strategies for fighting fakes. The sessions include real-world cases with practical, usable insights into developing sustainable working relationships with law enforcement and proven measures for successfully prosecuting counterfeiting cases.

With an emphasis on limiting the expansion of internet counterfeit distribution, IACC will tackle today's most pressing topics such as getting the C-level support necessary to fund an effective IP program, effectively building and managing a global licensing program against counterfeiting and emerging, cutting-edge technologies in product security. Experts also will present “Brand Protection Best Practices” – the first-ever survey on the best practices of brand protection programs of leading organizations. To see a complete agenda, visit: <http://www.iacc.org/conferences/upcoming.php>

WHAT: A special press event titled, “Blood Money: The Steep Human Cost of the Counterfeit Culture” will kick-off the conference, where consumers will learn about the dark, ugly side of knock-offs and be asked to boycott fakes.

See a gallery of fakes, images of child labor, video of sophisticated counterfeiters, and hear why consumers will never want to buy fakes again... they're getting more than they bargained for when they become partners in crime.

WHEN: Wednesday, April 25, 2007, 10:00 – 11:30 a.m.

WHERE: Chicago Palmer House
Wabash Room
17 East Monroe Street
Chicago, IL 60603
(312) 726-7500

WHO: Nils Montan, president of the IACC, former Vice President of Senior Intellectual Property Counsel at Warner Bros., and seasoned intellectual property and trademark veteran, will introduce the impact fakes has on our economy.

Intellectual Property attorney Edward Kelly of Thailand's Tilleke & Gibbins International Ltd., will share first-hand evidence of the social crimes involved in the making and selling of fake products.

ABOUT IACC: The International AntiCounterfeiting Coalition (IACC) is the largest organization devoted solely to combating product counterfeiting and piracy. Comprised of a cross section of business and industry - from autos, apparel, luxury goods and pharmaceuticals to food, software and entertainment - the IACC's members' combined annual revenues exceed \$650 billion. The IACC develops and conducts training for domestic and foreign law enforcement officials, submits comments on intellectual property enforcement laws and regulations in the United States and abroad and participates in regional and international programs aimed at improving intellectual property enforcement standards. For more information, visit www.IACC.org.

CONTACT: If you would like to receive updates on the IACC conference, including presenter bios, conference agenda, registration details, and more, please contact:

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