



The Brand Equity Protection Company™

For Immediate Release

S. G. Hart & Associates Joins RFID Journal LIVE! Expert Panel on Anti-Counterfeiting.

Ridgefield, Conn., (February 23, 2005) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, has accepted an invitation to be a guest panelist at the upcoming RFID Journal LIVE! Conference scheduled for April 10-12, 2005 in Chicago, IL. Anthony M. Miano, Executive Partner of S. G. Hart & Associates, will participate in a discussion about how apparel makers, distillers, pharmaceutical manufacturers and other manufacturers lose billions each year due to counterfeiting. Miano, along with other expert panelists, will discuss how RFID can create audit trails and reduce the global counterfeiting threat costing legitimate brand owners an estimated \$500 billion per year. Please visit www.rfidjournallive.com/index.htm for more information.

Anthony M. Miano, Executive Partner of S. G. Hart & Associates, gave high marks to the event. “This is the third annual conference for RFID Journal LIVE! This conference has repeatedly solicited speakers who are the most experienced, objective and well informed and I am honored to have been invited to participate and share my views.” Miano continues, “Having a forum to speak about the convergence of brand equity protection with recent legislation like the Sarbanes-Oxley Act and the FDA’s pronouncement for RFID is valuable for anyone concerned about taking steps to prevent financial risk and potential liability as a result of brand and product counterfeiting.”

As part of its strategy to stamp out counterfeiting, S. G. Hart & Associates has been a strong supporter in providing its clients with relevant information about the global threat of counterfeiting as well as diversion. S. G. Hart & Associates publishes a complimentary newsletter called BrandEye™ to registered subscribers. Each issue of BrandEye™ offers news and information relevant to the brand equity protection professional with “To Your Desktop” delivery 6 times per year. To become a subscriber or to learn more about BrandEye™, please visit www.sghartassociates.com/brandeye.

About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. The group helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering.



The Brand Equity Protection Company

S. G. Hart & Associates, LLC
February 23, 2005
Page 2

About BrandEye™

BrandEye™ is a complimentary newsletter offered by S. G. Hart & Associates providing insight and information relevant to the brand protection professional. BrandEye™ is devoted to providing brand protection news and information to all those engaged in protecting their branded products from the negative effects of counterfeiting and diversion. The brand protection community can subscribe to BrandEye™ by visiting www.sghartassociates.com/brandeye today.

Media Contacts:

Director, Public Relations
S. G. Hart & Associates, LLC
31 Bailey Avenue, Suite 5
Ridgefield, Connecticut 06877 USA

Tel: 203-438-4300
Fax: 203-438-3222
Email: PR@sghartassociates.com
Web: www.sghartassociates.com

BrandEye™ Team
S. G. Hart & Associates, LLC
31 Bailey Avenue, Suite 5
Ridgefield, Connecticut 06877 USA

Tel: 203-438-4300
Fax: 203-438-3222
Email: Brandeye@sghartassociates.com
Web: www.sghartassociates.com

- # # # -