

# MEDIA RELEASE

Thursday, 15 December 2011



## ***BEWARE OF CHRISTMAS COUNTERFEIT***

The Australian Sporting Goods Association (ASGA) says that it has received increased reports of consumers being ripped off by dodgy online dealers selling counterfeit products.

The ASGA, which runs the Counterfeit Alert Network, an online watchdog for fake sporting product says that the number of reports to the site have increased in the last month, coinciding with Christmas.

ASGA Executive Director Brad Kitschke said,

“Consumers should only buy products from reputable online sites or they risk being sold fakes and may have trouble getting their money back.”

“In the last month reports to the Counterfeit Alert Network have increased 10 fold and most relate to purchases made online. We recognise that consumers are time poor and want to get the best bargain possible, but we encourage them to shop with reputable online stores and brands so they can be certain they are getting authentic product.”

“We don’t want someone’s Christmas to be ruined when their new golf club cracks half way through its first round of golf and they can’t get their money back from an overseas website.”

The ASGA is encouraging anyone who thinks they have been ripped off and sold fake products to report it to <http://www.counterfeitalertnetwork.com.au>. The information is then passed onto the trademark owner. ASGA says that those who manufacture and sell fakes need to be aware that brand owners are taking this seriously and will pursue them through every legal means possible.

The ASGA has been taking its fight against the importation and sale of counterfeit to the Commonwealth Government, seeking tougher laws and a change to enforcement procedures. You can view ASGA's issues paper and proposal for reform here [http://www.asga.com.au/images/stories/issues\\_paper\\_ASGA.pdf](http://www.asga.com.au/images/stories/issues_paper_ASGA.pdf)



Images of counterfeit golf clubs sold at overseas online stores and reported to the Counterfeit Alert Network.



For interviews Brad Kitschke call 0403 809 630 or email [brad.kitschke@asga.com.au](mailto:brad.kitschke@asga.com.au)