

## Aragon Research Vendor Power Rating Template

**Title:** [Enter Company Name] Receives Overall [Enter Vendor Power Rating: “Very Favorable,” “Favorable” “Promising” “Warning” “Unfavorable” in Aragon Research’s Vendor Power Rating Report

[Enter City, State], [Enter Date] – [Enter Company Name] today announced that Aragon Research, Inc., a leading technology focused research and advisory firm, has rated the company [Enter Vendor Power Rating] in a recent report<sup>i</sup>.

### Vendor Executive Quote:

“We believe Aragon Research’s [Enter Vendor Power Rating] rating confirms our (position/innovation/etc.) the market and our commitment to XYZ.”

**NOTE:** Additional information may be included in the press release, but must be in compliance with the Aragon Research Copyright and Quote Policy:

- Industry-general excerpts from the report are permitted (e.g., evaluation criteria);
- No company-specific excerpts permitted as they may appear endorsing;
- Vendor company information may be included provided it is clearly differentiated from the Aragon Research report.

### Required Disclaimer:

*Aragon Research does not endorse vendors, or their products or services that are referenced in its research publications, and does not advise users to select those vendors that are rated the highest. Aragon Research publications consist of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. Aragon Research provides its research publications and the information contained in them "AS IS," without warranty of any kind.*

---

<sup>i</sup> Aragon Research “[Enter Aragon Research report title]” by [Enter author(s) name(s)], [Enter date].