

**Revere Tradenames™ offers a comprehensive and accurate listing of the brands, subsidiaries, and business units of all US-listed companies.**

Revere Tradenames™ goes deep inside of companies to the point where value is created – the ideas, trials, products, and services that a company seeks to commercialize. This datafeed includes over 180,000 tradenames, subsidiary names, brand names, business units, and service offerings.

Revere Tradenames™ offers investors and other business professionals a better vantage point into a company’s peers and competitors. By integrating Revere Tradenames™ into existing research and analysis platforms, users can:

- Quickly and easily obtain a comprehensive list of a company’s products and services, allowing for a more complete understanding the competitive landscape
- Identify competitors by product through linking tradenames, brand names, and business units to specific sectors.
- Improve the efficacy of corporate marketing strategies by evaluating markets for goods and services on a sector-by-sector basis.

**REVERE’S VIEW OF INTEL TECHNOLOGY**

**Electronic Components  
Semiconductors**

- Memory**
- Non-volatile (Flash/PROM)**
- Processors**
  - Microcontrollers
  - Microperipherals
  - Microprocessors (Focused)
- Communications**
  - Packet Processors
  - Networking ICs
  - Wireless and RFICs
- Multimedia and Imaging**
  - Other Multimedia ICs

**REVERE GOES INSIDE INTEL CORP.**

- 1 ... Industry**
- 3 ... Sectors**
- 9 ... Subsectors**
- 61 ... Product/Service Groups**
- 57 ... TRADENAMES INCLUDING:**
  - CELERON MOBILE SERIES
  - CORE 2 DUO SERIES
  - INTEL CARRIER GRADE SERVERS
  - INTEL CLUSTER TOOLS
  - INTEL CONNECTS CABLES
  - INTEL DESKTOP CHIPSETS
  - INTEL EMBEDDED FLASH MEMORY
  - INTEL ETHERNET CONTROLLERS
  - INTEL OPTICAL TRANCEIVERS
  - INTEL PERFORMANCE LIBRARIES
  - INTEL RAID CONTROLLERS
  - INTEL RFID TRANCEIVER
  - INTEL SAS CONTROLLERS
  - INTEL SERIAL FLASH MEMORY
  - INTEL SERIES ATA CONTROLLERS
  - INTEL TELECOM BOARDS
  - INTEL THREADING TOOLS
  - INTEL VALUE SOLID STATE DRIVES
  - INTEL WIRELESS FLASH MEMORY
  - IOP SERIES I/O PROCESSORS
  - ITANIUM SERIES
  - PRO SERIES SERVER ADAPTERS
  - XEON SERIES
  - + 34 MORE
- +**
- 74 ... Competitors**
- 101 ... Suppliers**
- 55 ... Customers**
- 166 ... Strategic Partners**

**BREAKING DOWN REVERE TRADENAMES™**

The Revere Tradenames™ datafeed relies on same criteria used in our patented classification system in order to make better comparisons. The criteria used to group companies varies based on sector, industry, and the type of goods or services a company sells.

For instance, in the healthcare industry, drugs and drug candidates are grouped by their current stage of development, indication, side effects, and method of action. In the commodity sectors, Revere Tradenames™ is organized by subsidiary name. In such areas as Consumer Products and Retail, brand names are used. And, for Service companies, tradenames are generally based on business units.

## KEY FACTS

<b>COVERAGE:</b>	<b>US companies, ADRs publicly traded on US exchanges, as well as Canadian-traded biopharmaceutical and medical technology companies.</b>
<b>UPDATE FREQUENCY:</b>	<b>Daily</b>
<b>SOURCES:</b>	<b>SEC Filings, press releases, websites, interviews, and earnings transcripts as well as primary research by Revere analysts</b>
<b>HISTORY:</b>	<b>Over 1200 daily data points back to March 2003</b>
<b>CAPABILITIES:</b>	<b>In conjunction with its patented technology, Revere's team of analysts ensure the relevancy, accuracy, and comprehensiveness of its products</b>
<b>METHODOLOGY:</b>	<b>Developed over nine years, Revere uses both computer and human intelligence to mine hard-to-find data</b>
<b>FILE ACCESS:</b>	<b>http: server as CSV files. For best analyses, Revere provides a recommended data schema. Tradenames information is accessed through SQL queries provided in our data documentation</b>

## DATA ELEMENTS

- Product ID
- Name
- Product Type
- Company ID
- Sector ID

### For Healthcare products only:

- Indication ID
- Indications
- Stage Of Development
- Side Effects

## REVERE TRADENAMES™ WITH OUR OTHER PRODUCTS

- **REVERE HIERARCHY™:** gain deeper visibility into companies, the sectors in which they compete, and their focused lines of business through our patented product and sector based taxonomy
- **REVERE GEOREV™:** identify the geographical regions where a company competes, and thus evaluate exposure to geopolitical and macroeconomic risk factors
- **REVERE HEALTHCARE™:** gain a deeper understanding of the drug and medical device technologies that drive the performance of today's healthcare companies

## STATISTICS

Revere Tradenames™	
Company Coverage	6,200 +
Total Tradenames	182,000 +
Total Attachments to Hierarchy	50,000 +
Tradenames added annually	15,500 +
Tradenames removed annually	12,000 +
Months of History	54
Days of History	1,200