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For immediate release.

**Ashlar-Vellum™ Wins the  
2012 Global CAD & Modeling Software  
Product Differentiation Excellence Award**

**October 8th, 2012, Austin, TX.** Ashlar-Vellum announced that they have been awarded the 2012 Global CAD and Modeling Software Product Differentiation Excellence Award from a prestigiously-named market research and analysis firm.

Unfortunately, without the requisite \$40,000 to “license” the award Ashlar-Vellum is not allowed to mention the name of the awarding firm, much less receive any benefit from it including press announcements, quotes, or copies of the report.

“It’s a sad day when awards have to be purchased instead of given because of merit,” remarked Robert Bou, president of Ashlar-Vellum. “It makes it difficult for small firms to innovate and casts a shadow across awards given in all industries.”

**About Ashlar-Vellum**

Founded in 1988, Ashlar-Vellum is the leading provider of precision CAD and 3D modeling software that automates and simplifies the design process for drafting, design, and engineering professionals on both Macintosh and Windows platforms. Ashlar-Vellum's unique Organic Workflow™ featuring their renowned Vellum® user interface and powerful toolsets have earned the loyalty of innovators around the world. Ashlar-Vellum operates from its headquarters in Austin, Texas. To learn more call +1 800-877-2745 or visit [www.ashlar.com](http://www.ashlar.com).

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