



Steven Blum of Autodesk Recognized as a Channel Chief by CMP Media's CRN

May 20, 2005

One of 50 Named to CRN's Elite List; Recognized for Autodesk Channel Growth Funds

SAN RAFAEL, Calif., May 20 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that Steven Blum, vice president of America's Sales at Autodesk, has been named a Channel Chief by CMP Media's CRN, a leading publication that provides vital information for VARs and technology integrators. CRN Channel Chiefs are recognized as influential executives who consistently defend, promote and execute effective channel partner programs and strategies.

In 2004, Blum added a Channel Growth Funds program to help partners evolve from a volume based channel program into a value-based business model. This program used money from Autodesk to invest in Value Added Resellers from the existing channel. The funds were primarily used to hire incremental sales people and sales engineers for Autodesk's partners. In return, the reseller would take on a larger sales quota and help drive significant return on investment.

"It is an honor to be recognized and I share this designation with my team," said Blum. "Maintaining a world-class sales team is achieved by continually evaluating programs to ensure that they meet the needs of partners and customers. We are committed to our channel and to providing them with the support they need."

This is the third consecutive year that CRN has developed the Channel Chief list. Top Channel Chiefs were chosen based on criteria including policy and program innovations made during the past year, the amount of revenue their company generates through partners, their willingness to speak out publicly on behalf of the channel, and the number of years they have dedicated to channel activities.

"Effective channel executives can mobilize an army of Solution Providers to increase their sales efforts," said Dan Dignam, publisher of CRN. "Solution Providers are always looking for strong advocates, such as the 2005 'Channel Chiefs', and will embrace them for potential partnerships and successful program advice."

About CRN

CRN provides Solution Providers and Technology Integrators with the crucial information and analysis they need to run their businesses successfully. As an advocate for and voice of the Channel, Solution Providers turn to CRN first for immediate information. With more than 20 years of experience, CRN is the most trusted source for 117,000 channel professionals. CRN can be found on the Web at www.crn.com.

About CMP Media LLC

CMP Media LLC (www.cmp.com) is a leading integrated media company providing essential information and marketing services to the entire technology spectrum -- the builders, sellers and users of technology worldwide. Capitalizing on its editorial strength, CMP is uniquely positioned to offer marketers comprehensive, integrated media solutions tailored to meet their individual needs. Its diverse products and services include newspapers, magazines, Internet products, research, direct marketing services, education and training, trade shows and conferences, and custom publishing.

About Autodesk

Autodesk, Inc. is wholly focused on ensuring that great ideas are turned into reality. With six million users, Autodesk is the world's leading software and services company for the building, manufacturing, infrastructure, digital media, and wireless data services fields. Autodesk's solutions help customers create, manage, and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage by becoming more productive, streamlining project efficiency, and maximizing profits. Founded in 1982, Autodesk is headquartered in San Rafael, California. For additional information about Autodesk, please visit www.autodesk.com.

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05/20/2005

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