



Autodesk, AIRVISION and Retail Traffic Magazine to Launch Multi-City Tour With Best Practices for Retail Store Planning, Construction and Operations

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Events Unite Author of Best-Selling Book Built for Growth, Industry Leading Retailers and Autodesk to Share Successful Strategies for Retail Executives

SAN RAFAEL, Calif., Oct 10, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that it will co-host retail executive forums in eight cities. These events are designed to help retailers of all sizes understand how to maximize operational efficiencies and realize new ideas to build for growth. The forums will feature major retailers, representatives from Autodesk and Retail Traffic Magazine, and Arthur Rubinfeld, founder and chief executive officer of AIRVISION, a leading provider of direct-to-consumer brand positioning and strategic business growth planning. A former executive vice president at Starbucks, Rubinfeld was responsible for the planning and execution of Starbucks retail brand design, real estate and store growth strategies. For more information or to register for an event, visit: <http://www.autodesk.com/builtforgrowth> or call 800/234-0074.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050415/SFF034LOGO>)

Designed for senior executives in retail real estate, design, construction and store planning, the "Built for Growth - Retail Executive Forum" events will feature industry experts who will share valuable insight in retail brand design, positioning, real estate, store growth strategies and solutions for collaborative project management. The multi-city tour of events will take place in the following cities and dates:

- Boston, Massachusetts - Wednesday, October 19
- New York, NY - Thursday, October 20
- Atlanta, Georgia - Monday, October 24
- Dallas, Texas - Tuesday, October 25
- Irvine, California - Thursday, November 3
- San Francisco, California - Friday, November 4

Attendees will learn:

- Relevant trends that are reshaping how retailers are building their businesses
- How peers in the retail industry are using technology, such as the Autodesk Buzzsaw service, to get instant visibility into their entire portfolio of projects, programs, and properties.
- How retailers have deployed the Autodesk Buzzsaw collaborative project management solution to handle the unique needs of store planning, construction and operations

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 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 <http://www.autodesk.com>.

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