



Autodesk Names Applied Technology Group as Reseller of the Quarter for Excellence in Customer Service

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SAN RAFAEL, Calif., Oct. 19 /PRNewswire-FirstCall/ -- *Autodesk, Inc.* (Nasdaq: ADSK), today named *Applied Technology Group* (ATG) as Reseller of the Quarter for the Americas for the second quarter of fiscal year 2010. The award recognizes ATG both for its excellent sales performance and dedication to customer service, and for the growth of its operations and its investments selling Autodesk software. Autodesk selected ATG from more than 100 resellers throughout the Americas.

"Applied Technology Group continues to be a key Autodesk channel partner, as well as a committed partner to our joint customers," said Steven Blum, senior vice president, Americas sales, Autodesk. "Applied Technology Group exceeded sales expectations with a 35 percent increase in year over year growth, which is extremely impressive in today's economic climate."

The criteria used to designate Autodesk's Reseller of the Quarter is based on quality of customer service and support, overall sales, vertical sales and overall growth. Applied Technology Group's dedication to educating customers on cutting edge solutions and technologies, such as building information modeling (BIM) for the building and design industry, have not only helped Applied Technology Group grow their business, but have in turn helped their customers become more productive and efficient.

"By providing our customers Autodesk's value added tools, we are enabling them to better automate their design processes, gather more information about their designs prior to construction, and better relay design intent through virtualization," said Jeff Jenkins, chief operating officer at Applied Technology Group. "We want to deliver the best products and professional services to our customers so we are especially honored to be recognized for our commitment."

Awarded the *Platinum Club* award, an elite group of resellers recognized for top sales performance and outstanding customer service, from Autodesk for three consecutive years, Applied Technology Group has a history of providing outstanding customer service. They work closely with companies such as TME Inc., a full service mechanical, electrical, structural, and energy engineering firm, to provide the training, support and service they need to develop innovative and cost effective engineering solutions in the core areas of healthcare, higher education and energy conservation projects.

"We have had a long history with ATG and they have been an invaluable partner for TME as we have moved from a 2D CAD environment to a model based design firm," said Mark Mergenschroder, BIM Development Coordinator of TME.

McCown Gordon Construction has also experienced the benefits of working with a value-added reseller like ATG that serves as a trusted advisor to their customers.

"Since we made ATG our technology partner back in May, we've been shown what support really means. While they're always available when problems arise, ATG is proactive about keeping our team up-to-date on the latest tools and software changes. They also have a good sense of where AEC technology is heading, and help us to direct our technology initiatives to align with it," said Brian Arnold, LEED AP of McCown Gordon Construction

About Applied Technology Group

With offices that cover Arkansas, Kansas Louisiana, Mississippi, Missouri, Nebraska, Oklahoma, Texas, Tennessee and parts of Alabama and Florida, Applied Technology Group has an extensive team of technical experts serving the Southern region of the U.S. Applied Technology Group employs registered architects, professional engineers, GIS professionals and mechanical engineers who serve companies in the areas of building, construction, infrastructure, utilities and telecommunications and general design with Autodesk software and implementation services. Applied Technology Group is also an *Autodesk Authorized Training Center* (ATC).

About Autodesk, Inc.

Autodesk, Inc., is a world leader in 2D and 3D *design*, engineering and entertainment software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of *AutoCAD* software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software to help customers experience their ideas digitally before they are built. Fortune 100 companies - as well as the last 14 Academy Award winners for Best Visual Effects - use Autodesk software tools to design, visualize and simulate their ideas to save time and money, enhance quality, and foster innovation for competitive advantage.

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Contact: Angela Costa Simoes, (415) 547-2388

Email: angela.simoese@autodesk.com

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

SOURCE Autodesk, Inc.

Angela Costa Simoes of Autodesk, Inc., +1-415-547-2388, angela.simoese@autodesk.com