



## **Autodesk Awards LA CAD Channel Partner of the Quarter; Reseller Recognized for Superior Customer Service and Sales Performance in the United States**

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SAN RAFAEL, Calif., Aug 21, 2002 (BUSINESS WIRE) -- Autodesk, Inc. (Nasdaq:ADSK), the world's leading design and digital content creation company, today announced that LA CAD, of Torrance, California, has won the Autodesk Channel Partner of the Quarter Award for the second quarter of fiscal year 2003. LA CAD is an Autodesk Systems Center providing design software solutions and consulting services to the architectural, engineering and government sectors. They are the second company to receive this prestigious award, which recognizes Autodesk business partners for outstanding service, support, and sales growth.

"LA CAD not only met their Autodesk sales expectations, but exceeded them by 25 percent, not an easy feat in these tough economic times. This award reflects their hard work and true commitment to helping customers get the most out of their digital design data. We congratulate them on their much deserved success," said Jay Berryhill, vice president of Channels, Americas, at Autodesk. "Since we began working together more than four years ago, LA CAD has grown into a full-service consulting, training and support center with performance and customer service that makes them truly deserving of our partner of the quarter award."

To win the quarterly award, LA CAD competed against Autodesk Systems Centers (ASCs), Value Added Resellers (VARs), Education Resellers (AERs), and Distribution partners throughout the United States. Companies were judged on customer service and support, overall sales, vertical sales and overall growth.

"Everyone at LA CAD, from our support staff to the principals, is committed to delivering the best customer service possible. With the support of Autodesk's winning business strategy, we have been able to focus on customer service and completely meet our customers' business objectives," said Roger Charbonneau, LA CAD principal.

"From our continued growth and maturity as a company, we have attracted a very talented group of sales executives, technical personnel, and support staff. Together, along with Autodesk and our valued customer base, we have become a dominant Autodesk partner in Southern California. This award is dedicated to all of them," said Danny Counts, LA CAD principal.

The Autodesk channel management team will present LA CAD with a trophy as a mark of their dedication and hard work.

About LA CAD

LA CAD is a full-service consulting, training and support center, focused on Autodesk solutions. An Autodesk Systems Center and Autodesk Premier Training Center, LA CAD's unique services are sought after by an impressive list of architectural firm, engineering companies, and government agencies throughout Southern California. LA CAD has four offices in Southern California: Torrance, downtown Los Angeles, Irvine, and San Diego. For more information, please see [www.lacad.com](http://www.lacad.com).

About Autodesk

Founded in 1982, Autodesk, Inc., is the world's leading design and digital media creation, management, and distribution company. The company serves a diverse portfolio of markets, including building design, geographic information systems, manufacturing, digital media, and wireless data services. By delivering tools that foster innovation and creativity, Autodesk helps customers throughout the value chain leverage digital design data to work better, faster, and smarter. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

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