



## **Autodesk Celebrates 10th Anniversary in the China Region With the Establishment of a Wholly-Owned Subsidiary Based in Beijing**

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### **Autodesk Reinforces Ongoing Commitment to the China Region**

SAN RAFAEL, Calif., Oct 20, 2004 /PRNewswire-FirstCall via COMTEX/ -- Autodesk, Inc. (Nasdaq: ADSK), the world's leading design software and digital content company, today announced the formal establishment of Autodesk (China) Co., Ltd., a wholly-owned subsidiary in China offering customers the software and services needed to create, manage, and share digital assets across boundaries, increasing efficiencies and reducing production costs. As Autodesk celebrates its 10th anniversary of operations in China, the China Initiative Steering Committee led by Autodesk CEO and Chairman Carol Bartz will hold its second annual Beijing meeting to discuss its new strategy for developing its operations in China after Autodesk (China) Co., Ltd. is opened.

"The establishment of Autodesk (China) Co., Ltd. signifies another important move for Autodesk in China," said Dr. Jack Gao, vice president, Greater China Region and the newly promoted vice chairman of the China Initiative Steering Committee. "We are gratified to be recognized as a strong partner for the Chinese market and will continue to spur China's digital design industry growth by providing the Chinese market with solutions that meet its needs."

Autodesk will continue to focus on the three goals laid down during the first meeting of the China Initiative Steering Committee (CISC) in October 2003. These include geographic coverage expansion, the "Made-in-China" program, and a flexible business system to suit local China customers' needs.

For geographical coverage expansion, Autodesk will further enhance the management of each territory (North, East, South, West & Central China) and focus on growth in new cities.

Launched this year, the "Made in China" program focuses on the customization of Autodesk products to form China specific products for different industries, meeting the needs in the Chinese market.

Following the principle that endeavors should be simple, operable, and provide better results, Autodesk will initiate new projects and explore new business models that best suit conditions in China.

The second meeting of the CISC to be held in Beijing will further ensure that Autodesk will continue to work closely with our China customers and partners under the Chinese Government's IT development strategy to create more opportunities for the growth of China's digital design industry.

#### About Autodesk

Autodesk is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes. For more information about the company, see [www.autodesk.com](http://www.autodesk.com).

NOTE: Autodesk is a registered trademark of Autodesk, Inc., in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders.

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