



## Autodesk Sponsors Popular Mechanics' Third Annual Breakthrough Awards

October 10, 2007

### Ceremonies Tonight Honor Groundbreaking Products and Innovators

NEW YORK and SAN RAFAEL, Calif., Oct. 10 /PRNewswire-FirstCall/ -- Autodesk, Inc. (Nasdaq: ADSK) sponsors today's Popular Mechanics' Third Annual Breakthrough Awards, which showcase innovation and original thinking in science and design. The 2007 winners in multiple categories will be unveiled by magazine editors tonight at a reception at the Hearst Tower in New York City.

Product and Innovator awards will be presented by Jim Meigs, editor in chief, Popular Mechanics magazine. The Breakthrough Leadership Award winner also will be announced, followed by a keynote address by the winner.

Robert "Buzz" Kross, senior vice president of Autodesk Manufacturing Solutions, will introduce the Next Generation Award, which honors a student who has developed a breakthrough innovation that affects society.

"The Breakthrough Awards highlight truly unique innovations and Autodesk, as a leader in design and engineering, wanted to be a part of this event," said Robert "Buzz" Kross, senior vice president of Autodesk Manufacturing Solutions. "These innovators are improving lives and expanding possibilities in science, technology and exploration."

By participating in initiatives such as the Breakthrough Awards, Autodesk demonstrates its commitment to fostering innovation among tomorrow's designers. An extensive community employs Autodesk Inventor 3D software in the design process, which provides the foundation for Digital Prototyping. By using digital prototypes created in Inventor, Autodesk users are able to test the form, fit and function of products before they are built, reducing the necessity for physical prototypes. This speeds the design-to-manufacturing process and allows products to reach the market faster, propelling innovation.

"We are excited to team up with Autodesk to present our third annual Breakthrough Awards," said William Congdon, publisher of Popular Mechanics. "As a leading provider of design software, Autodesk is the perfect partner to help us honor excellence in engineering, science and technology."

A complete report of the Breakthrough Awards will be published in the November 2007 issue of Popular Mechanics, which hits newsstands on Oct. 16. For high-resolution images of the winners and full conference coverage, visit <http://www.popularmechanics.com>.

#### About Popular Mechanics

Popular Mechanics is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, Popular Mechanics reports in depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine's editors and contributors, including the likes of Jay Leno, astronauts Buzz Aldrin and Tom Jones, and roboticist Daniel H. Wilson. In addition to its U.S. flagship, Popular Mechanics publishes 12 editions around the world. For additional information about Popular Mechanics, visit <http://www.popularmechanics.com>.

#### About Hearst Magazines

Popular Mechanics is published by Hearst Magazines, a unit of Hearst Corporation and one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 19 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (74.1 million total adults, according to MRI, spring 07). For additional information about Hearst, visit <http://www.hearst.com>.

#### About Autodesk

Autodesk, Inc., is the world leader in 2D and 3D design software for the manufacturing, building and construction, and media and entertainment markets. Since its introduction of AutoCAD software in 1982, Autodesk has developed the broadest portfolio of state-of-the-art digital prototyping solutions to help customers experience their ideas before they are real. Fortune 1000 companies rely on Autodesk for the tools to visualize, simulate and analyze real-world performance early in the design process to save time and money, enhance quality and foster innovation. For additional information about Autodesk, visit <http://www.autodesk.com>.

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