



## Ken Bado of Autodesk Named Channel Chief by CRN

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**Leader in Digital Design Software Sets Industry Standard in Development of World-Class Channel Partner Network**  
SAN RAFAEL, Calif., Feb 25, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Autodesk, Inc. (Nasdaq: ADSK) today announced that Ken Bado, executive vice president of Sales and Services, has been named a 2008 Channel Chief by CRN, the flagship publication of CMP Channel and the No. 1 destination for technology vendors and marketers looking to reach the \$373 billion Solution Provider channel. CRN Channel Chiefs are recognized as influential executives who consistently defend, promote and execute effective channel partner programs and strategies.

"I'm honored to receive this award on behalf of the entire Autodesk team that is committed to supporting our channel partners," said Bado. "Solution providers are instrumental in delivering Autodesk's industry-leading digital design solutions to our customers. We continue to dedicate the best resources towards ongoing professional and business development to ensure our valued partners have the tools, resources and support needed to achieve successful business results."

Since Bado's arrival at Autodesk in 2004, he has continued to strengthen one of Autodesk's most valued assets - an enviable global network of 1700 channel partners. These channel partners are primarily responsible for delivering Autodesk's digital design innovation solutions to customers across multiple industries, including architecture, engineering and construction, manufacturing, automotive, utilities, telecommunications and government and gaming, TV and film. This year, Bado was selected to be a CRN Channel Chief for bolstering the company's relationship with its partners through a number of new initiatives including: establishing a distinguished reseller recognition program, implementing a customer engagement program which has helped increase partner solutions sales, investing in channel capability through immersive training, and creating a channel partner Web portal designed to provide channel partners fast, easy access to a wealth of materials, program information and news.

This is the sixth consecutive year that CRN has developed the Channel Chief list. Top Channel Chiefs were chosen based on criteria including policy and program innovations made during the past year, the amount of revenue their company generates through partners, their willingness to speak out publicly on behalf of the channel, and the number of years they have dedicated to channel activities.

"Successful channel programs and strategies help fuel the booming Solution Provider ecosystem, and each of this year's Channel Chiefs should be applauded for building and advocating the most successful of those programs and strategies," said Dan Dignam, vice president and publisher of CMP Channel.

For more information on Autodesk's partner programs, or to learn how to become an Autodesk reseller, please visit [www.autodesk.com](http://www.autodesk.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 [www.autodesk.com](http://www.autodesk.com).

### About CRN ([www.crn.com](http://www.crn.com))

CRN provides solution providers and technology integrators with the crucial information and analysis they need to drive their company's sales. As an advocate for and voice of the IT channel, solution providers turn to CRN first for immediate information. With nearly 25 years of experience, CRN is the most trusted source for channel professionals. CRN can be found on the web at <http://www.crn.com>.

### About CMP Channel ([www.cmpchannel.com](http://www.cmpchannel.com))

CMP Channel is the one stop shop customers turn to in order to meet their global sales channel objectives from access to execution. Through use of its print products which include CRN and VARBusiness, their accompanying websites, the broader ChannelWeb network, the Group's XChange worldwide face-to-face conferences and the Institute for Partner Education & Development (IPED), vendors are able to accelerate sales through the channel. CMP Channel provides a worldwide answer to advertising, branding and marketing services, lead generation, market intelligence, branded and custom events, education of solution providers and best practices for vendors.

### About CMP Technology ([www.cmp.com](http://www.cmp.com))

CMP Technology is a marketing-solutions company serving the technology industry. Through its market-leading portfolio of trusted information brands, CMP has earned the confidence of more technology professionals than any other media company. As a result, CMP is the premier provider of access, insight and actionable programs designed to connect sellers and buyers in ways that yield superior return on investment. CMP Technology is a subsidiary of United Business Media (<http://www.unitedbusinessmedia.com>), a global provider of news distribution and specialist information services with a market capitalization of more than \$3 billion.

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