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Autodesk and Photobucket to Bring Pixlr Photo Editing to 100 Million New Users

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Popular Pixlr Photo Editor Offers Increased Customization for Photobucket Users

SAN RAFAEL, Calif.--(BUSINESS WIRE)--Apr. 10, 2012-- Autodesk, Inc. (NASDAQ: ADSK) announced a partnership with Photobucket, the leading dedicated photo and video sharing service, to bring Pixlr™ photo editing tools to Photobucket users. Pixlr's integration within the Photobucket website will give users access to an even more robust set of tools for editing their images directly within the Photobucket service.

Photobucket will now offer Pixlr tools, including the popular Pixlr Editor, which enables per-pixel editing, and the newly revamped Pixlr Express, which provides simple tools to correct, crop, resize and personalize images with effects, overlays and borders. The partnership between the companies will also provide advertisers with a creative environment from which they can deliver custom, branded effects in Photobucket ad packages.

"Our goal is to enable our 100 million users to share their memories and stories with simple, best-in-class creative tools; and our partnership with Pixlr enables us to do just that," said Kate Hare, vice president, Products, Photobucket. "Whether users are looking for easy adjustments and effects, or are in need of advanced features such as layers and per-pixel editing, Pixlr significantly expands that toolset, helping us to deliver the most robust tools for photo-editing and personalization."

"Autodesk is helping liberate creativity by making digital design and creation tools accessible and more enjoyable to a wide range of people," said Samir Hanna, vice president, Consumer Products, Autodesk, "We're excited to enhance the Photobucket user experience and continue to inspire creativity through Pixlr's wide range of photo editing tools."

With more than 25 million users, Pixlr is one of the most widely used free photo editors. It transforms any image with a fast, intuitive and robust toolset that is easy to use for inexperienced photographers with no prior knowledge of photo editing, while also offering fully featured, per-pixel editing complete with layers, adjustment tools and filters for the more advanced user. Photobucket users will have access to all Pixlr editing tools, from simple to advanced functions.

"We strive to deliver an unparalleled user experience, providing both consumers and brands with mobile and web options for simplifying their ability to tell stories through images," said Photobucket's Hare. "The Pixlr tools, in addition to our recently launched Social Importer, are critical components for providing consumers with an easy — yet comprehensive — solution for personalizing, storing and sharing all of their photos and videos for life."

Autodesk creative applications bring creative and 3D design tools to the masses in a fun and accessible way. The same software technology originally built for movie studios, car companies, and architectural firms enables millions of individuals at every skill level to unlock their creativity, while inspiring the next generation of designers, engineers and creative artists. Every day more than one million people engage with Autodesk free consumer tools.

About Autodesk

Autodesk, Inc. is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries -- including the last 17 Academy Award® winners for Best Visual Effects -- use Autodesk software to design, visualize and simulate their ideas. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of state-of-the-art software for global markets. For additional information about Autodesk, visit www.autodesk.com.

About Photobucket

Photobucket is the world's leading dedicated photo and video sharing service. With over 100 million registered members, Photobucket users upload over four million images and videos per day from the web and connected digital devices. Photobucket hosts, preserves and protects photos and videos while bringing members the very best browsing, sharing and editing experiences. In addition to uploading and sharing with friends and family on the Photobucket site, users can also instantly share memories across all of the most popular social networks, instant messenger applications, through email and from their mobile phones. Photobucket's headquarters are in Denver, Colorado, with a regional office in San Francisco, California. For the latest feature announcements and news, visit the Photobucket press blog at http://blog.photobucket.com/photobucket_press.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50232986&lang=en

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