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Ideate, Inc. Wins Autodesk Platinum Club 2008 Award

Portland, Oregon – April 2, 2008 – Ideate, Inc., the West Coast's largest provider of Autodesk software training, support, and custom services received honors as a 2008 Autodesk Platinum Club award winner for achieving the *Top BSD Volume – Vertical Award* at Autodesk's annual channel partner event, One Team Conference. This national honor puts Ideate, Inc. into an elite group of value-added resellers recognized for top sales performance and outstanding customer service in the architectural and building industry.

"The Autodesk Platinum Club comprises a talented group of professionals dedicated to our customers," said Steve Blum, Autodesk senior vice president of Americas Sales. "By helping customers take advantage of Autodesk's innovative digital design software and encouraging the adoption of forward-thinking capabilities such as digital modeling and visualization, these resellers are enabling customers to gain insight into the impact and function of their design ideas before they are real."

"We've enjoyed an outstanding year helping our clients build on their Autodesk resources and providing training for the enrichment of their workflow," said Bob Palioca, president of Ideate, Inc. "We're delighted to be recognized and even more delighted to know we're making a contribution to the success of our customers."

The 2008 Platinum Club awards ceremony was held at Autodesk's One Team Conference, March 10, 2008 in Las Vegas. This is an annual event hosted by Autodesk to recognize the industry's top-performing resellers in sales and customer services.

About Ideate, Inc.

Ideate, Inc., a leading Autodesk® Value Added Reseller on the West Coast, provides companies in the areas of building, civil, GIS, manufacturing, and multimedia with Autodesk software, implementation services, training, support, and consulting services. Established in 1992 and headquartered in San Francisco, California, Ideate, Inc. is recognized as an Autodesk® Premier Solutions Provider (PSP) – Building Architecture, Autodesk's highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate, Inc. offers its partners premium services to ensure their maximum productivity and return on investment.

Ideate, Inc. operates four Autodesk® Authorized Training Centers on the West Coast including San Francisco, CA; Sacramento, CA; Santa Clara, CA; and Portland, OR. For more information about Ideate, Inc. please visit our website at www.ideateinc.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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