



FOR IMMEDIATE RELEASE

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**IDEATE, INC. AUTHORIZED AS AUTODESK® RESELLER
IN OREGON AND SW WASHINGTON**

Portland, Oregon – November 5, 2007 – Ideate, Inc., a leading provider of training, support, custom services, and Autodesk® Software, announced today the expansion of their authorized Autodesk Value Added Reseller territory to include Oregon and SW Washington for architectural and design visualization solutions including Revit®, 3ds Max®, and AutoCAD® software.

Their Portland, Oregon office, heading into its third successful year providing premium training, support and consulting from its downtown location, now adds sales of Autodesk software to complete a full service offering and better serve the Northwest market.

“We’re excited about the new authorization and are committed to continued growth and investment in the Northwest community,” says Bob Palioca, President of Ideate, Inc. “It has always been our objective to provide our clients with the industry’s best services. Adding the ability to meet our Northwest clients’ software needs allows us to better serve the community as a whole. This authorization, combined with our expanded staff of industry professionals, completes one more piece in our goal of being the West Coast’s premier resource for our clients.”

Ideate’s Portland office began processing Autodesk software sales November 1, 2007.

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 is recognized as an Autodesk® Premier Solutions Provider (PSP) – Building Architecture and Manufacturing, Autodesk’s highest level of authorization. Employing top architects and structural, mechanical, and civil engineers, Ideate offers its partners premium services to ensure their maximum productivity and return on investment.

Ideate 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, Inc.

Autodesk, Inc. is a Fortune 1000 company, wholly focused on ensuring that great ideas are turned into reality. With seven million users, Autodesk is the world’s leading software and services company for the manufacturing, infrastructure, building, media and entertainment, and wireless data services fields. Autodesk’s solutions help customers create, manage and share their data and digital assets more effectively. As a result, customers turn ideas into competitive advantage, become more productive, streamline project efficiency and maximize profits. Founded in 1982, Autodesk is headquartered in San Rafael, California.

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