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EMA Adds Mechanical CAD to its Portfolio by Becoming an Autodesk VAR

Rochester, NY (August 6, 2009) – EMA Design Automation™ (www.ema-eda.com), one of the world's largest Electronic Design Automation Value Added Resellers, today announced that it has become an Autodesk Authorized Value-Added Reseller (VAR) – selling the Autodesk Inventor and AutoCAD software products.

“Globalization, vendor consolidation, and software license centralization by IT managers, all lead to the market demand for a single vendor solution in computer aided design (CAD),” said Manny Marcano, president and CEO of EMA. “We provide the best in class electrical CAD solutions from Cadence Design Systems, and now we proudly offer Autodesk Inventor mechanical design software, which takes manufacturers beyond 3D to Digital Prototyping. These best in class tool vendors, combined with the integrity and the strength of EMA will position us to become the leader in electrical CAD and mechanical CAD convergence, both in design tools and data management.”

Previously, organizations had to work with fractured supplier lists to accomplish a single product design. EMA's partnerships with leading design technology innovators minimize the need to manage multiple supplier relationships and streamline the purchasing process. As a value added reseller, EMA can offer additional consulting services and technical support that addresses the electrical and mechanical elements of a design, and can include PLM solutions that roll up all engineering data into a

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single Bill of Materials (BOM). Furthermore, EMA's experienced application engineers and account managers understand both the mechanical and electrical design processes allowing them to evaluate a customer's complete design flow instead of focusing on individual elements.

EMA is a Cadence Channel Partner serving electronic OEMs across North America. This new relationship with Autodesk will allow EMA to offer mechanical solutions to its customers in all of its major territories. "We are very excited that EMA is now an Autodesk manufacturing industry VAR," said Bill Griffin, vice president, Americas channel sales at Autodesk. "We feel that EMA's background in selling electrical CAD solutions positions them extremely well to deliver Autodesk's digital prototyping vision to mechanical engineers. Their passion for growth and strategic sales approach fit well into the Autodesk reseller network."

For more information about Autodesk products from EMA, visit www.ema-eda.com/autodesk or call 800-813-7494.

About EMA Design Automation, Inc.

EMA Design Automation offers leading product development solutions including a complete range of product lifecycle management systems, electrical CAD tools, consulting services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America. EMA manufactures the Component Information Portal™, TimingDesigner®, and CircuitSpace™, and all are distributed through a worldwide network of value added resellers. EMA is a privately held corporation headquartered in Rochester, New York. Visit EMA at www.ema-eda.com for more information.

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