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### **EMA Earns Autodesk “Rookie Partner of the Year” Award**

Rochester, NY (March 22, 2011) – EMA Design Automation™ ([www.ema-eda.com](http://www.ema-eda.com)), one of the world’s largest value added resellers for Electronic Design

Automation software, today announced that it has received the Autodesk® “Rookie Partner of the Year” award and has been accepted into the 2011 Autodesk Platinum Club. “We have worked hard during our first full year to become a successful member of the Autodesk family,” said Manny



Marcano, president and CEO of EMA Design Automation. “The Autodesk products are an excellent fit for our target market. With these and our other product and services offerings, we were able to put our primary focus on providing our customers the best engineering solutions possible, ultimately enabling us to achieve this award.”

The Autodesk “Rookie Partner of the Year” award is given to the “new” reseller that meets all of the following criteria:

- Reseller that has achieved the top booking in the Autodesk fiscal year

- Reseller who implements a best practice that can be shared across the channel
- Reseller who demonstrates a strong partnership/collaboration with Autodesk
- Reseller who exhibits continuous utilization of Autodesk channel programs

“EMA has done an excellent job of coming on board as a full-fledged Autodesk VAR for the manufacturing vertical,” said Bill Griffin, vice president of Americas channel sales. “Not only have they become proficient at selling, marketing, and training our manufacturing product line, they are the first VAR to exceed \$1 million in sales in their first full year.”

For more information about EMA and the products and services they offer, visit [www.ema-eda.com](http://www.ema-eda.com) or call 800-813-7494.

### **About EMA Design Automation, Inc.**

EMA Design Automation is a leader in product development solutions offering a complete range of electrical and mechanical CAD tools, product lifecycle management systems, services, training, and technical support. EMA is a Cadence® Channel Partner serving all of North America, an Autodesk Authorized Value Added Reseller, and is an Authorized North American Distributor of Aldec® Active-HDL™. EMA manufactures the Component Information Portal™ (CIP), 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](http://www.ema-eda.com) for more information.

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