SOFTIMAGE|XSI 3D Software is a Perfect Fit for My Virtual Model, Inc.

Innovative visualization company creates realistic 3D models that

allow Internet customers to try on clothing, remodel their homes, and

```
                    visualize weight loss
```

TEWKSBURY, Mass.--(BUSINESS WIRE)--July 31, 2007--Avid Technology, Inc. (NASDAQ: AVID), today announced that My Virtual Model, Inc (Montreal, Canada) has recently switched its 3D software technology to SOFTIMAGE®|XSI, enabling its customers to offer new interactive marketing techniques in the online retail apparel and fashion, home decor, weight loss, and entertainment industries. SOFTIMAGE|XSI software, developed by Avid's Softimage Co. subsidiary, offers advanced 3D modeling, animation and rendering software for design, games, film and television. My Virtual Model chose to replace its Maya software with SOFTIMAGE|XSI software to further develop the wide range of realistic 3D character and product models for its customers, who offer unique 'try-before-purchase' online experiences as part of their customer retention strategies.

Since 1997, My Virtual Model has pioneered core technology like the My Virtual Model Dressing Room, which allows customers to build highly accurate 3D models for online apparel and product visualization. The company recently introduced an advertising-based concept application: Brand Me--I am the Brand, that allows customers to mix and match products from different companies on publisher sites like iVillage, Marie Claire, Ladies Home Journal, Glamour and Branchez-Vous(Quebec). On those sites, customers can post their 3D virtual models on blog pages to rate clothes and outfit pairings from different retail vendors.

"We chose to switch our 3D character animation software because we are growing our product offerings at My Virtual Model, and Softimage XSI software scales to meet our needs. Our in-house artists prefer the XSI user interface, and creating photorealistic models in a real-time 3D Web pipeline is crucial to our success," said Louise Guay, President and Founder, My Virtual Model, Inc. "With the explosive popularity of virtual worlds, retail merchants are creating 'try-before-purchase' environments online where consumers can interact with 3D models, characters and faces, to share and distribute content between vendors and customers."

My Virtual Model helps clients like Land's End, Sears Holdings Corp., H&M, Speedo USA, and Adidas, with its unique online dressing room, and cultivates new clients with home decor and weight-loss pre-visualization tools to help customers see furniture and household appliances, and before-and-after weight-loss images online. SOFTIMAGE|XSI software will be the core 3D component to help My Virtual Model continue to innovate and offer more realistic 3D models to its existing customers penetrate new markets.

"We're excited that My Virtual Model chose to switch to SOFTIMAGE|XSI software to achieve the next level of 3D visualization," said Marc Stevens, General Manager and Vice President at Softimage. "For over twenty years, Softimage has helped artists create realistic 3D characters for games, film, television and online retail that merge with next generation avatars in virtual communities like Second Life. XSI is the gold standard for creating any type of 3D content."

About Softimage Co.

Softimage Co., a subsidiary of Avid Technology, Inc., develops innovative 3D character creation and effects tools to animators and digital artists in the film, broadcast, post-production and games industries. Its product line includes SOFTIMAGE®|XSI®, the most advanced 3D animation and character creation software for next generation games & film, and SOFTIMAGE|FACE ROBOT®, the first production for lifelike facial animation, SOFTIMAGE|CAT™, a complete character animation system plug-in, and Alienbrain, an industry leading production asset management solution for creative teams. For more information about Softimage, please visit www.softimage.com.

About My Virtual Model, Inc.

My Virtual Model is a Montreal based company specializing in virtual identity. The business is divided into five product lines: Virtual Dressing Room, Virtual Model Network, Virtual Room, Digital Manufacturing Tool, and Clicdesign Adobe plug-ins. Selected clients include Lands' End, Sears, Best Buy, Levi's, Adidas, H&M, Speedo, Glamour, iVillage, Rodale, and Disney. These companies use MVM to market and sell their products via 3D online shopping experiences. Business lines now include

both soft goods (clothing, bed linens, etc) and hard-goods (appliance merchandising, home design and planning, etc).

About Avid Technology, Inc.

Avid Technology, Inc. is the world leader in digital nonlinear media creation, management, and distribution solutions, enabling film, video, audio, animation, games, and broadcast professionals to work more efficiently, productively, and creatively. For more information about the company's Oscar®, Grammy®, and Emmy® award-winning products and services, please visit: www.avid.com.

```
CONTACT: Softimage
         Kevin G. Clark, 514-840-0343
         kevin_clark@softimage.com

SOURCE: Avid Technology, Inc.
```