

Avid Congratulates Its Many Customers Nominated for the 57th Annual GRAMMY(R) Awards

Award Nominees Created With the Company's Industry-Leading Music Solutions Include Beyonce's Beyonce, Ed Sheeran's X, and Pharrell Williams' Girl

BURLINGTON, Mass., Dec. 10, 2014 (GLOBE NEWSWIRE) -- <u>Avid®</u> (Nasdaq:AVID) today congratulated its many customers recognized as award nominees for the 57th Annual GRAMMY[®] Awards for their outstanding achievements in the recording arts. The world's most prestigious ceremony for music excellence will honor numerous artists, producers and engineers who have embraced <u>Avid EverywhereTM</u>, using the <u>Avid MediaCentral Platform</u> and <u>Avid Artist Suite</u> creative tools for music production. The ceremony will take place on February 8, 2015 at the Staples Center in Los Angeles, California.

Avid audio professionals created Record of the Year and Song of the Year nominees *Stay With Me (Darkchild Version)* by Sam Smith, *Shake It Off* by Taylor Swift, and *All About That Bass* by Meghan Trainor; and Album of the Year nominees *Morning Phase* by Beck, *Beyoncé* by Beyoncé, *X* by Ed Sheeran, *In The Lonely Hour* by Sam Smith, and *Girl* by Pharrell Williams.

Producer Noah "40" Shebib scored three nominations: Album of the Year and Best Urban Contemporary Album for *Beyoncé* by Beyoncé, and Best Rap Song for *0 To 100 / The Catch Up* by Drake. "This is my first nod for Album Of The Year, and I'm really proud to be among such elite company," he said. "I collaborated with Beyoncé at Jungle City Studios where we created her track *Mine* using their <u>S5 Fusion</u>. With the mobility of my laptop <u>Pro Tools® | Software</u> rig, I was able to use all my sounds in tandem with their S5, giving me everything I needed to complete my session on the road with all of my favorite tools."

Other GRAMMY Award-nominated projects by artists, producers and engineers who use Avid solutions in their studios include John Legend's *All of Me (Live)* (Best Pop Solo Performance), Coldplay's *Ghost Stories* (Best Pop Vocal Album), Arctic Monkeys' *Do I Wanna Know?* (Best Rock Performance), and Mastodon's *High Road* (Best Metal Performance).

Mastodon guitarist Bill Kelliher said: "Being nominated for this Grammy feels great, and hopefully it means we can help pave the way for other artists in our genre. With Pro Tools on my laptop, writing and recording is always an arm's length away, and it's opened up a whole new creative part of me. We used Pro Tools and Avid hardware all over our latest album *Once More 'Round the Sun*. Without those tools, it just wouldn't have been the same."

"It is an honor to have the world's most talented music professionals embrace Avid Everywhere and our industry-leading audio solutions to record and produce the best and most listened to music," said Avid president and CEO Louis Hernandez, Jr. "As a company that's passionate about and inspired by world-class music creation and technical innovation, we congratulate our GRAMMY-nominated customers on their outstanding achievements."

GRAMMY Award nominees relied on the music creation tools from the Avid Artist Suite to create:

Record of the Year:

- o Stay With Me (Darkchild Version) by Sam Smith
- Shake It Off by Taylor Swift
- All About That Bass by Meghan Trainor

Album of the Year:

- Morning Phase by Beck
- o Beyoncé by Beyoncé
- X by Ed Sheeran
- o In The Lonely Hour by Sam Smith
- o Girl by Pharrell Williams

Song of the Year:

- All About That Bass by Meghan Trainor
- Shake It Off by Taylor Swift
- Stay With Me (Darkchild Version) by Sam Smith

• Best Pop Solo Performance:

- o All of Me (Live) by John Legend
- Stay With Me by Sam Smith
- Shake It Off by Taylor Swift
- o Happy (Live) by Pharrell Williams

• Best Pop Vocal Album:

- o Ghost Stories by Coldplay
- Bangerz by Miley Cyrus
- My Everything by Ariana Grande
- Prism by Katy Perry
- X by Ed Sheeran
- o In the Lonely Hour by Sam Smith

Best Rock Performance

- Do I Wanna Know? by Arctic Monkeys
- Blue Moon by Beck
- Fever by Black Keys
- Lazaretto by Jack White

• Best Urban Contemporary Album:

- Sail Out by Jhené Aiko
- Beyoncé by Beyoncé
- Mali Is by Mali Music
- o Girl by Pharrell Williams

About Avid

Through <u>Avid Everywhere</u>™, Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit <u>www.avid.com</u>, connect with Avid on <u>Facebook</u>, <u>Instagram</u>, <u>Twitter</u>, <u>YouTube</u>, <u>LinkedIn</u>; or subscribe to <u>Avid Blogs</u>.

© 2014 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid Everywhere, Interplay, ISIS, Mbox, Media Composer, Pro Tools and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners. Grammy is a trademark of The National Academy of Recording Arts & Sciences, Inc.

CONTACT: PR Contact:

Avid

Sara Griggs

310.821.0801

sara.griggs@avid.com



Source: Avid Technology, Inc.

News Provided by Acquire Media