



M-Audio Hosts Public Enemy Remix Contest

Company Teams With Legendary Hip-Hop Group and Obey to Benefit National Charity

LOS ANGELES, CA, Jul 28, 2008 (MARKET WIRE via COMTEX News Network) -- M-Audio, a part of Avid Technology, Inc. (NASDAQ: AVID), and a leading provider of creative tools for musicians, has teamed with influential hip-hop pioneers Public Enemy and culture-defining art brand Obey to host an innovative remix competition.

The Public Enemy Remix Contest challenges musicians to create an original remix of an a cappella version of the group's critically acclaimed smash, "Harder Than You Think," from their current album "How You Sell Soul to a Soulless People Who Sold Their Soul." Chuck D and Johnny Juice of Public Enemy will judge entries uploaded to the M-Audio® website, and the winner will receive a complete home studio setup from M-Audio.

The winning remix will also be released on 12-inch vinyl by Obey Records. Backed with an exclusive unreleased Public Enemy track, the vinyl release will feature unique artwork created by noted graphic artist Shepard Fairey. All profits from the vinyl sale will be donated to the Boys and Girls Clubs of America.

"The Public Enemy studio out of New York has always been heavily outfitted with M-Audio gear from the classic Tampa and Octane preamps, to the BX monitors and Sputnik microphone," says Johnny Juice. "Just like Public Enemy, M-Audio puts out quality products so it's only fitting that we're involved in this remix contest."

"This remix contest was designed to encompass inspirational elements for all types of producers -- a legendary music group, a record label and music equipment," says Richard Ngo-Tran, M-Audio Marketing Manager. "The rich history of Public Enemy and the street savvy of Obey both embody the M-Audio culture, making this remix contest a true 360 experience."

The contest will run until September 30, 2008, with the grand-prize winner announced in late October. Visit the M-Audio website for more information about the contest: <http://www.m-audio.com/PERemix>.

About M-Audio

M-Audio, a part of Avid Technology, Inc., is a leading provider of innovative tools for today's computer musicians and audio professionals. Now celebrating its 20th anniversary, the company was founded with the goal of democratizing music production by making powerful, easy-to-use technology accessible to a broad creative community. The company's award-winning and comprehensive product line includes PCI-, FireWire- and USB-based audio interfaces; USB/MIDI keyboard controllers and digital pianos; microphones, preamps and reference monitors; and DJ tools. M-Audio has received numerous industry accolades, including Music Trades' "Company of the Year" and "Fastest Growing Company" distinctions. For more information, visit www.m-audio.com.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals -- as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar, Grammy® and Emmy® award-winning products and services, visit www.avid.com.

Copyright 2008 Avid Technology, Inc. All rights reserved. Product features, specifications, system requirements and availability are subject to change without notice. Avid, Digidesign, Film Composer, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. Emmy is a registered trademark of ATAS/NATAS. Oscar is a trademark and service mark of the Academy of Motion Picture Arts and Sciences. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. Participants in the Public Enemy Remix Contest do not have to be present to win. The contest is void where prohibited or restricted by law. No purchase necessary. Participation in the contest is subject to the Official Rules available at www.m-audio.com.

audio.com/PEremix. All other trademarks are the property of their respective owners.

U.S. media contacts:

Mark Williams
M-Audio
626-610-2513
mark_williams@m-audio.com

Lisa Pistacchio
Avid Corporate
650-930-3083
lisa_pistacchio@avid.com

SOURCE: AVID TECHNOLOGY, INC.

mailto:mark_williams@m-audio.com
mailto:lisa_pistacchio@avid.com