



Dean Daley of USC School of Cinema-Television Elected to Avid Board of Directors

TEWKSBURY, Mass., Feb 16, 2005 (BUSINESS WIRE) -- Avid Technology, Inc. (NASDAQ: AVID) today announced that Elizabeth Monk Daley, Dean of the School of Cinema-Television and Executive Director of the Annenberg Center for Communication at the University of Southern California, has been elected to the company's Board of Directors. Dean Daley fills the seat vacated by Robert M. Halperin, who retired from Avid's Board of Directors in November 2004.

Avid's President and Chief Executive Officer, David Krall, said, "Over the years, we have worked closely with Dean Daley and the USC School of Cinema-Television on a wide range of educational initiatives and events - most recently at the 2005 Sundance Film Festival. We have found that she shares with us a profound passion for the craft of filmmaking and a dedication to imparting her knowledge of that craft to future generations. Not only is Dean Daley one of the leading academics in the realm of film education, but she is also an award-winning television and film producer in her own right, a technology advocate, and a leader in our industry. We are very pleased to have her serve on Avid's Board and look forward to tapping her vast academic and industry expertise."

Daley commented: "Ever since we first installed Avid systems at USC in 1994, I have watched the company evolve from a start-up with an ingenious and revolutionary idea to an industry leader that has redefined the art of film and television production. I have also seen the immense positive impact that digital nonlinear editing has had on our students, and I believe that their embrace of this technological paradigm has contributed to the quality of the work they produce, on both a technical and a creative level. Having worked closely with Avid throughout my tenure at USC, I'm delighted to now expand my professional relationship with the company by joining its Board of Directors."

Daley was appointed Dean of the USC School of Cinema-Television in May 1991, and in October 1994 was named as the first holder of the Steven J. Ross/Time Warner Dean's Chair. Under her leadership, the school's endowment and operating budget have increased significantly, and 13 new endowed positions have been established. Daley was instrumental in founding the Sony Media Center, the Entertainment Technology Center, the Animation and Digital Arts Division, and the Robert Zemeckis Center for Digital Arts at USC. She also initiated a number of key academic programs, including undergraduate and graduate programs in entertainment business, a master of fine arts degree in interactive media, and a graduate-level track in visual effects that is scheduled to launch in the fall of 2006.

As Executive Director of the Annenberg Center for Communication at USC, Daley has overseen the development of a multimedia business incubator, as well as a variety of research programs in new paradigms for communications. Before joining USC, Daley served as the Executive Director of Taper Media Enterprises and as a producer for MGM/UA Television. Prior to that, she was an independent TV producer in Washington, D.C., and a faculty member of the School of Communications at American University. Daley's distinctions include two Los Angeles Area Emmy® Award nominations, the California Governor's Award, and a lifetime achievement award from the International Electronic Cinema Organization. Daley earned a Ph.D. in communication arts from the University of Wisconsin and Master of Arts and Bachelor of Arts degrees in theater from Tulane University and Newcomb College.

With Daley's election, the Avid Board of Directors consists of the following members: Nancy Hawthorne (chair), George H. Billings, Elizabeth M. Daley, John V. Guttag, David A. Krall, Pamela F. Lenehan, and Avid founder William Warner.

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.

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