



## Gray Television Chooses Avid Solutions for News Production

TEWKSBURY, Mass.--(BUSINESS WIRE)--May 3, 2004--

Station group to deploy iNEWS systems across 13 stations and an end-to-end digital production environment at WOWT

Avid Technology, Inc. (NASDAQ:AVID) today announced that Gray Television has purchased the Avid® iNEWS™ newsroom computer system for 13 of its television properties. The deal also includes the purchase of an end-to-end Avid news production environment at Gray's NBC affiliate WOWT in Omaha, NE. Headquartered in Atlanta, Gray owns 29 television stations serving 25 television markets, and includes 13 CBS affiliates, seven NBC affiliates and seven ABC affiliates. Terms of the deal were not disclosed.

"We went to NAB this year on a mission - to find the best newsroom computer system on the market that would fit Gray's needs. We found it with Avid iNEWS," said Bob Prather, president of Gray Television. "Serving a wide range of markets and geographies, Gray Television strives for flawless execution across its news operations, and with Avid iNEWS as part of our core automation infrastructure, we're confident that we can further improve the quality and timeliness of the information we deliver to our viewers. Our decision to purchase a complete Avid broadcast workflow for WOWT made sense because of its seamless integration with iNEWS and gives us confidence that we can produce news with greater efficiency than we've been able to achieve in the past."

The 13 Gray Television stations planning to standardize on iNEWS systems include a combination of CBS, NBC and ABC affiliates in both small- and mid-size markets, including WVLT in Knoxville, TN; WRDW in Augusta, GA; and KKTU in Colorado Springs, CO. In addition, Gray will install its first Avid end-to-end workflow solution at WOWT, with nonlinear systems that span the continuum of digital news production - from ingest and editing, to shared storage and playout.

David Schleifer, director of Avid Broadcast and Workgroups, said, "iNEWS is the perfect system for Gray, because it connects journalists and editors in multiple locations and helps them manage the timing and delivery of their news content. This keeps news teams in different sites better informed as stories develop in real time. Gray is also taking another big step forward by introducing an end-to-end workflow at WOWT, demonstrating how Avid digital news production environments can scale to fit the needs of broadcasters that operate in diverse locations and markets of any size."

### About Gray Television

Gray Television, Inc. is a communications company headquartered in Atlanta, Georgia, and currently owns 29 television stations serving 25 television markets. The stations include 15 CBS affiliates, seven NBC affiliates and seven ABC affiliates. Gray Television, Inc. has 22 stations ranked #1 in local news audience and 22 stations ranked #1 in overall audience within their respective markets based on the results of the 2003 Nielsen ratings reports. The TV station group reaches approximately 5.3% of total U.S. TV households. The Company also owns four daily newspapers, three in Georgia and one in Indiana.

### 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](http://www.avid.com).

© 2004 Avid Technology, Inc. All rights reserved. Product features, specifications, system requirement and availability are subject to change without notice. Avid, Digidesign, Film Composer and Pro Tools are either registered trademarks or trademarks of Avid Technology, Inc. in the United States and/or other countries. iNEWS is a trademark of iNews, LLC. 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. Digidesign, Avid's audio division, received an Oscar statuette representing the 2003 Scientific and Technical Award for the design, development, and implementation of its Pro Tools® digital audio workstation. Oscar is a trademark and service mark of the Academy of Motion Picture Arts and Sciences. Emmy is a registered trademark of ATAS/NATAS. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. All other trademarks contained herein are the property of their respective owners.

CONTACT: Avid Technology, Inc.  
Amy Paladino, 978-640-3051  
amy\_paladino@avid.com  
or  
Weber Shandwick  
Laura Shea, 617-520-7015  
lshea@webershandwick.com

SOURCE: Avid Technology, Inc.