



Avid to Present at Pacific Crest Technology Forum

TEWKSBURY, Mass.--(BUSINESS WIRE)--Aug. 4, 2005--Avid Technology, Inc. (NASDAQ: AVID) today announced that David Krall, president and chief executive officer, will present at the Pacific Crest Technology Forum investor conference on Monday, August 8, 2005, from 9:00 a.m. to 9:30 a.m. MDT at the Sonnenalp Resort in Vail, Colorado. An on-demand audio webcast of the presentation will be accessible through Avid's Web site during the conference and for a limited period following the conference. To listen, please visit www.avid.com/company and click on "investor relations."

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.

© 2005 Avid Technology, Inc. All rights reserved. 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. 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.
Dean Ridlon, 978-640-5309
dean_ridlon@avid.com

SOURCE: Avid Technology, Inc.