



Avid To Host Investor Day

TEWKSBURY, Mass., October 17, 2008 – Avid Technology, Inc. ([Nasdaq: AVID](#)) today announced that it will host an Investor Day meeting on Monday, October 27, 2008 at the Four Seasons Hotel in Boston, Massachusetts. Investor Day will offer the investor community an opportunity to learn more about Avid's products and business strategy, and to meet members of Avid's executive team. Presentations are scheduled to begin at 10:00 a.m. Eastern Time and conclude by 3:00 p.m. Eastern Time.

This event will be made available via live audio webcast. Please go to the [Avid® Investor Relations page](#) under the Corporate menu at www.avid.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.

#

© 2008 Avid Technology, Inc. All rights reserved. Avid, Digidesign, Film Composer, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance Digital 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. All other trademarks are the property of their respective owners.