



Avid Chief Operating Officer Kirk Arnold Honored as Technology Woman to Watch

BURLINGTON, MA -- (MARKET WIRE) -- 03/23/11 -- Avid® (NASDAQ: AVID) today announced that Chief Operating Officer Kirk Arnold has been named one of 22 [Women To Watch](#) by Mass High Tech, the Voice of New England Innovation. Arnold will be among the honorees whose contributions will be celebrated at a breakfast event March 23 at the Seaport Hotel.

"While all of us at Avid have known for some time that Kirk is a highly talented executive, it is gratifying that our opinion is shared by leaders in the local scientific and technical communities," said Gary Greenfield, CEO of Avid. "We are very proud of Kirk and extend our congratulations to her and the other 21 business leaders who are being honored by Mass High Tech Women to Watch."

As Chief Operating Officer, Ms. Arnold leads Avid's product development and management, sales, marketing, support and services functions. Prior to joining Avid in February 2008, Ms. Arnold was CEO of Keane, Inc., a global consulting and outsourcing firm. Her extensive background in technology management includes leadership positions at Fidelity Investments, where she led product development as well as strategic marketing and consulting for Fidelity's business services group; venture-backed start-up NerveWire, Inc., where she served as CEO; and Computer Sciences Corporation, where she was President of CSC's Consulting Group.

Ms. Arnold started her career at IBM where she served in a variety of sales and sales management positions. She is a graduate of Dartmouth College and currently serves on the Board of Advisors of Cramer Marketing Services and is a member of the Board of Trustees for the Mass Technology Leadership Council.

This is the eighth year of the Women to Watch program. This year's winners were selected from more than 100 nominations and are being recognized for their work in helping to build new companies and drive established companies in new directions. They hold leadership positions in companies in a variety of different industries, including biotech, robotics, the Internet, software and clean technology.

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world -- from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer, Pro Tools, Interplay®, ISIS®, VENUE, Oxygen 8, Sibelius®, System 5, and Pinnacle Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, [Flickr](#), [Twitter](#) and [YouTube](#); connect with Avid on [Facebook](#); or subscribe to Avid [Industry Buzz](#).

About Mass High Tech

Mass High Tech, The Voice of New England Innovation, is owned by American City Business Journals, largest owner of city business journals in the country. MHT specializes in covering the region's incubation of next generation technologies and the people and companies behind our innovation economy. New England's technology and life sciences executives and engineers rely on MHT to track the pulse of local market forces, to identify new trends, detect emerging competition and uncover new opportunities.

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