



Avid Technology, Inc. to Present at Adams Harkness Summer Seminar

TEWKSBURY, Mass.--(BUSINESS WIRE)--July 29, 2004--Avid Technology, Inc. (NASDAQ: AVID) today announced that David Krall, president and chief executive officer, and Paul Milbury, vice president and chief financial officer, will present at the Adams Harkness Summer Seminar on Tuesday, August 3, 2004, from 2:30 p.m. to 2:55 p.m. EDT at the Marriott Long Wharf Hotel in Boston. 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 "Investors."

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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