



TORONTO 1 Purchases Avid End-to-End Broadcast Solutions

TEWKSBURY, Mass.--(BUSINESS WIRE)--Nov. 3, 2003--Avid Technology, Inc. (NASDAQ: AVID) today announced that TORONTO 1 - a new station owned by Craig Media Inc., Canada's largest privately held television broadcasting company - has purchased Avid® end-to-end digital news solutions to produce its lineup of news-magazine and current affairs programs. TORONTO 1's digital solutions from Avid span the entire production continuum from ingest to playout. Terms of the deal were not disclosed.

"TORONTO 1 is the city's first new station in more than 30 years, so we had the unique opportunity to build a state-of-the-art facility from the ground up. Installing an all-digital production environment from Avid was one of the best decisions we made, because we could effectively manage our start-up costs and, at the same time, deliver a sleek new look, creative storytelling, and unique local programming to Toronto's nearly six million viewers," said Mike Nesbitt, director of Operations for TORONTO 1. "As a new player in the market, we're striving for an extremely high level of excellence - and the flexibility, reliability and efficiency of Avid's products are helping us to do just that."

TORONTO 1 purchased and installed the Avid Unity™ for News shared-storage and media asset management solution as the core of its end-to-end digital environment, connecting multiple Avid solutions - including NewsCutter® Adrenaline™ FX, NewsCutter XP, Avid AirSPACE™, Avid Unity MediaManager, iNEWS ControlAir™, and Avid iNEWS™ systems - in a seamless workflow. TORONTO 1 is using its Avid workflow in the production of Toronto Today, Toronto Tonight, Last Call, and Toronto Life Magazine.

"It's exciting to see a major city like Toronto add a new television station to its mix," said David Schleifer, director of Avid Broadcast. "TORONTO 1 is focused on delivering a fresh new approach to storytelling. Avid has similar values in that it strives to deliver the best digital production technology in the industry in order to help its customers achieve their goals affordably and efficiently. We're proud to be serving TORONTO 1 and the ambitious goals it has set for the future."

About Craig Media Inc.

Craig Media Inc. is Canada's largest privately held television broadcasting company with a history of more than 5 years in the Canadian broadcast industry. Holdings of Craig Media include A-Channel Edmonton, A-Channel Calgary, A-Channel Manitoba, CKX TV Brandon, TORONTO 1 and specialty channels MTV Canada, MTV2, TV Land and Stampede.

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 news 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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