



Avid Customers Stand Out Among 2005 Academy Award Nominees

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Creators use one or more Avid solutions on films nominated in the Best Picture, Directing, Film Editing, Sound Editing, Sound Mixing, Visual Effects, and Best Animated Feature categories

Avid Technology, Inc. (NASDAQ: AVID) today announced that solutions from its Avid[®], Digidesign[®], and Softimage[®] product families were used in the creation of every film nominated in the Best Picture, Directing, Film Editing, Sound Editing, Sound Mixing, Visual Effects, and Best Animated Feature categories of the 77th Annual Academy Awards[®]. The widespread use of Avid's systems among films nominated for Academy Awards this year confirms the company's continuing leadership position in the digital content creation industry.

"We're delighted that our products continue to be the preferred postproduction tools for the creative storytellers behind so many of this year's Academy Award nominees," said David Krall, president and chief executive officer of Avid. "Because many of our engineers and product designers are filmmakers themselves, we're able to innovate new products - and entire production workflows - that address the complex needs of the filmmaking process. Our product development scope not only includes building world-class nonlinear editing systems, but encompasses audio editing, sound design, visual effects creation, finishing, and asset management capabilities into a powerful workflow. We then make all these capabilities transparent - so our tools become an extension of the artist and help to facilitate the creative process. To see our technology connected to so many films recognized by the Academy - year after year - gives us a tremendous sense of accomplishment."

In addition to the broad use of Avid systems on films nominated for Academy Awards this year, Avid has also been well represented throughout the entire 2005 award season, with one or more of the company's products used to create:

- All of the films nominated in the Best Picture (Drama, and Musical or Comedy) and Director categories for the 62nd Annual Golden Globe Awards;
- All of the winners in the film categories for the 31st Annual People's Choice Awards; and,
- All of the films nominated in the feature film and documentary categories for the 2005 American Cinema Editors (ACE) Eddie Awards.

The list of films that employed Avid, Digidesign, or Softimage solutions and were nominated for Oscar[®] and other industry awards this year includes: The Aviator; Million Dollar Baby; Ray; Sideways; Collateral; Finding Neverland; The Polar Express; Spider-Man 2; The Incredibles; Shark Tale; Shrek-2; Harry Potter and the Prisoner of Azkaban; I, Robot; De-Lovely; Kinsey; Eternal Sunshine of the Spotless Mind; Fahrenheit 9/11; The Passion of the Christ; Hotel Rwanda; Kill Bill: Vol. 2; The Phantom of the Opera; Riding Giants; and My Architect.

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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