



Meredith to Extend Avid End-to-End Digital News Workflow Across All News Stations

TEWKSBURY, Mass.--(BUSINESS WIRE)--April 1, 2004--

Standardization across six remaining properties begins with Nashville and Atlanta stations

Avid Technology, Inc. (NASDAQ: AVID) today announced that Meredith Corporation will standardize all of its news-production operations on Avid® end-to-end nonlinear news production solutions for its broadcast station group. Following the 2003 implementation of Avid end-to-end solutions at KPTV Portland, OR and KPHO Phoenix, Meredith will begin converting its six remaining stations from analog to digital news production in two phases. The first phase will cover Meredith's WSMV Nashville and WGCL Atlanta properties, both of which are expected to be fully online this year. Following these implementations, Meredith will install Avid news production environments at its remaining news-generating stations: WNEM Saginaw, MI, WHNS Greenville, SC, WFSB Hartford, CT, and KVVU Las Vegas.

Meredith will install the Avid Unity™ for News system at each of its news stations, using different configurations of Avid NewsCutter® Adrenaline™ FX and NewsCutter XP with Avid Mojo™ nonlinear editing systems, as well as Avid AirSPACE™ and Avid Xdeck™ digital servers.

"After evaluating other options, we felt that Avid was the right choice for carrying the Meredith station group into the digital age of broadcast news production," said Joe Snelson, VP and Director of Engineering for the Meredith Broadcast Group. "We have been pleased with the success of Avid Unity at KPHO and KPTV. Plus, the openness and scalability of Avid systems will allow us to integrate our new state-of-the-art newsrooms with critical third-party products."

David Schleifer, director of Avid Broadcast and Workgroups said, "It's extremely gratifying to see Meredith expand its relationship with us. Having installed two significant Avid news production systems last year, Meredith is intimately aware of how the system works and the benefits the Avid workflow delivers. Meredith has always had a clear vision of technology as an enabler of efficiency in the newsroom. With the decision to extend Avid end-to-end production environments across its entire station group, Meredith is demonstrating its competitive edge and its plans for positioning the company for long-term success in the news business."

About Meredith Corporation

Meredith Corporation (www.meredith.com) is one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing, television broadcasting, integrated marketing, and interactive media. The Meredith Publishing Group, the country's foremost home and family authority, features 17 magazine brands, including Better Homes and Gardens, Ladies' Home Journal and American Baby, and more than 160 special interest publications. Meredith owns 12 television stations - including properties in top-25 markets such as Atlanta, Phoenix and Portland.

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.

© 2004 Avid Technology, Inc. All rights reserved. Product features, specifications, system requirements, and availability are subject to change without notice. Avid, Digidesign, Pro Tools, Film Composer, NewsCutter, Avid Unity, Avid Mojo, Adrenaline, AirSPACE and Xdeck are either registered trademarks or trademarks of Avid Technology, Inc. in the United States and/or other countries. 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. Digidesign, Avid's audio division, received an Oscar statuette representing the 2003 Scientific and Technical Award for the design, development and implementation of its Pro Tools® digital audio workstation. Oscar is a trademark and service mark of the Academy of Motion Picture Arts and Sciences. Emmy is a registered trademark of ATAS/NATAS. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. All other trademarks contained herein are the property of their respective owners.

CONTACT: Avid Technology
Amy Paladino, 978-640-3051

amy_paladino@avid.com

SOURCE: Avid Technology