



CHUM Television Chooses Avid iNEWS for Newsroom Automation

TEWKSBURY, Mass., Mar 16, 2005 (BUSINESS WIRE) -- Canadian broadcaster deploys iNEWS systems across two stations

Avid Technology, Inc. (NASDAQ:AVID) today announced that CHUM Television - one of Canada's leading broadcasters and a division of CHUM Limited - has deployed the Avid® iNEWS™ newsroom computer system across two of its twelve independent television properties. CHUM Television has purchased and installed the industry-proven iNEWS system for its flagship station, Citytv Toronto, as well as for The New VR (CKVR) in Barrie, Ontario.

"After an evaluation of competitive newsroom automation systems, we chose Avid iNEWS for its ability to streamline the news rundown and efficiently manage media assets," said Bruce Cowan, Director Broadcast Technology at CHUM Television. "With iNEWS as part of our workflow, our journalists have the advantage of using a tried and tested automation tool that facilitates an extremely smooth workflow experience. Another reason we chose iNEWS is because our London, Ontario-based station, The New PL (CFPL), has been using the system for more than four years, so we know it's a system that can perform very well. We look forward to migrating other CHUM stations to iNEWS in the months ahead."

David Schleifer, vice president of Avid Broadcast and Workgroups, said, "With the iNEWS system, which we've enhanced with greater productivity and workflow management features, CHUM has the ability to get stories to air faster and more seamlessly. CHUM has also been a long-time customer of Avid's legacy newsroom system, NewStar, so the upgrade to iNEWS is a natural progression that brings a much more powerful and scalable solution to CHUM newsrooms."

CHUM Television has been an Avid customer for more than six years. The station group uses more than 50 Avid Media Composer® systems for its entertainment and information based program editing as well as two Avid|DS systems and one Avid|DS HD system for high-end editing and finishing of features and special projects.

About CHUM Limited

CHUM Limited (TSX: CHM/CHM.NV.B, www.chumlimited.com), one of Canada's leading media companies and content providers, owns and operates 32 radio stations, 12 local television stations and 21 specialty channels, as well as an environmental music distribution division. Through international format licenses and program sales, CHUM's original content is seen in over 120 countries worldwide and is distributed via new media platforms, including interactive television, wireless services and exclusive CHUM-branded Internet properties.

CHUM's local television stations include Citytv Toronto, Citytv Vancouver, The New VR (Barrie), The New RO (Ottawa and the National Capital Region), The New PL (London), The New NX (Wingham), The New WI (Windsor), The New VI (Victoria and Vancouver Island) A-Channel Calgary, A-Channel Edmonton, A-Channel Winnipeg and CKX Television (Brandon, Manitoba).

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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SOURCE: Avid Technology, Inc.

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