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Avid to Ring the Nasdaq Opening Bell on January 16, 2015

Ceremony Celebrates Company's Nasdaq Relisting, Business Momentum, and Aggressive Growth Strategy

BURLINGTON, Mass., Jan. 15, 2015 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) announced today that its Chairman, President and Chief Executive Officer Louis Hernandez, Jr. will ring the Nasdaq Stock Market Opening Bell in Times Square on Friday, January 16.

The event celebrates a year of tremendous success for the world's leading provider of video and audio solutions. In addition to its relisting on Nasdaq, over the past year the company has seen dramatic market response to its [Avid Everywhere™](#) vision for the future of the media industry, as well as strong customer adoption of the [Avid MediaCentral Platform](#), its most significant product innovation since the company's inception.

Hernandez, Jr. commented on the significance of the event for Avid: "Nearly two years ago, Avid embarked on a bold and transformational journey to recapture the imagination of the media and entertainment industry, and to lead our industry in the face of rapid change and enormous pressure on business models. While there is still so much more to do, we have made tremendous progress over the past two years. We thank Nasdaq for the honor of opening the trading day, and remain grateful to our customers, partners, employees, and shareholders for their ongoing support."

Avid enters the new year with aggressive product innovation and growth plans, including new cloud and subscription-based offerings, tools for aspiring professionals just getting started in their careers, and significant innovations for the most sophisticated professionals, studios, and media organizations. Avid will be announcing major audio innovations on January 22 at the NAMM show in Anaheim, California.

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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