June 19, 2014

Avid Celebrates Customers' Creative Achievements at the 41st Annual Daytime Emmy Awards

Daytime Creative Arts Emmy Award Winners and Nominees Rely on the World's Preeminent Editing Software to Bring Their Visions to Life

BURLINGTON, Mass., June 19, 2014 (GLOBE NEWSWIRE) -- Avid® (OTC:AVID) today congratulates its customers on the many awards and nominations they received at the prestigious Daytime Creative Arts Emmy® Awards gala. Presented by the National Academy of Television Arts & Sciences (NATAS) as part of the 41st Annual Daytime Emmy Awards on June 20 in Los Angeles, the awards honor the craft behind the shows that define the daytime genre. Many of the winners and nominees for outstanding editing rely on the industry's foremost editing solution, Avid Media Composer®, to create such high-quality, inspiring programs

Daniel Cahn was nominated for Outstanding Achievement in Multiple Camera Editing for a Drama Series for *The Young and the Restless* (CBS) alongside Mike Boord, Rafael Gertel, and Andrew Hachem. "I've been editing on Media Composer exclusively for the last 20 years and there's no other editing platform I would even consider using," said Cahn. "Avid's customer support and contributions to editing are immeasurable."

Nominees for Outstanding Achievement in Multiple Camera Editing for a Drama Series Christine Cooper, Peter Fillmore, David Gonzalez, Christine Magarian Ucar, and Denise Van Cleave, used Media Composer to cut *General Hospital* (ABC).

"It's very humbling to be nominated for an Emmy award," said Josh Young, who was nominated for Outstanding Achievement in Multiple Camera Editing for *Disney Parks Christmas Day Parade* (ABC) alongside supervising editor Bill Morris and fellow editors Sharon Everitt and Bill Miller. "Thanks to Avid, I learned how to edit, have a career I could only have dreamed of, and am part of an incredibly creative group."

"We are honored that the television industry's most talented editors choose Media Composer to bring their creative visions to life, and we congratulate them on their exceptional achievements," said Jennifer Smith, senior vice president and chief marketing officer, Avid. "These artists inspire our singular focus on delivering on the Avid Everywhere vision to help content creators connect with their audiences in more powerful, efficient, collaborative and profitable ways."

Media Composer is part of the Avid Artist Suite of content creation applications - powered by the Avid MediaCentral Platform and comprised of the company's industry-standard creative tools, including video editing, graphics creation, music creation, music notation, audio post, and live sound solutions.

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, Twitter, YouTube, LinkedIn, Google+; or subscribe to Avid Blogs.

```
CONTACT: PR Contact:

        Avid

        Sara Griggs
```

310.821.0801

sara.griggs@avid.com