



## **Two Major Broadcast Groups Standardize on Avid iNEWS; Nexstar and Entravision Transition to Market Leading Newsroom Computer System**

TEWKSBURY, Mass.--(BUSINESS WIRE)--Jan. 13, 2004--Avid Technology, Inc. (NASDAQ: AVID) today announced that two major broadcasters - Nexstar Broadcasting Group (NASDAQ: NXST) and Entravision Communications Corporation (NYSE: EVC) - will standardize their newsroom computer operations on Avid's award-winning iNEWS™ system. Terms of the deals were not disclosed.

Nexstar Broadcasting Group of Irving, TX, will install Avid® iNEWS systems over the next two years in all 24 of its owned-and-operated stations in the U.S., which span ten states from Texas to New York. "We chose iNEWS for its value and versatility," said Susana Schuler, vice president of Corporate News at Nexstar. "It's an affordable solution that offers flexibility and efficiency, and it will fit in nicely with third-party equipment already in place at our stations."

In addition, KLDO-TV of Laredo, TX, is the first of five Entravision-owned television stations to transition to Avid iNEWS with the purchase of a 10-seat system. The remaining four Entravision television stations will install Avid iNEWS systems over the next three years. "Next year, iNEWS will be the central application in the newsroom at KLDO, and at four more Entravision television stations by 2006," said Jorge Friguls, director of Television News Operations at Entravision, which delivers Spanish-language television programming to 20 of the top 50 U.S. markets. "From the initial assignment to the final rundown of the news story, our journalists will manage the entire news programming process with iNEWS. The system is also going to be our central connection point for peripheral devices like character generators and video servers."

David Schleifer, director of Avid Broadcast and Workgroups commented, "iNEWS delivers productivity by managing all of the text and timing in an all-digital broadcast news environment. It keeps journalists and editors connected, and provides productivity features that get stories on air efficiently. Broadcasters big and small continue to find iNEWS the most compelling newsroom system out there, not only because it's simple to use and to maintain, but because it integrates natively with a wide range of third-party production devices including Thomson Grass Valley, Quantel, Chyron, Pinnacle, Proximity, and Leitch."

### About Nexstar Broadcasting Group

Nexstar is a television broadcasting company focused on the acquisition, development and operation of television stations located in medium-sized markets in the United States. Nexstar currently owns and/or operates and provides management, sales or other services to 42 stations.

### About Entravision Communications Corporation

Entravision owns and/or operates television stations in 20 of the top 50 U.S. Hispanic markets and two television stations in Hispanic markets ranked 50-75. Its 22 Univision affiliated television stations represent the largest television affiliate group of the top-ranked Univision network. Furthermore, in 14 markets, Entravision also owns and/or operates 15 Telefutera affiliate television stations creating a valuable television duopoly in which to better serve Hispanic consumers.

### 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 news 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](http://www.avid.com).

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