



Avid Announces Conference Call Following Release of Third Quarter 2008 Results

TEWKSBURY, Mass., October 14, 2008 – Avid Technology, Inc. ([Nasdaq: AVID](#)) will hold a conference call to review its financial results for the third quarter ended September 30, 2008 on Thursday, October 23, 2008, at 4:30 p.m. EDT, following the dissemination of its press release on those results.

The dial-in number is: **719.457.2617**

The replay number is: **719.457.0820**

The confirmation code and replay passcode: **3538405**

The call will also be available via live audio webcast and subsequent replay on the company's website. To listen via this alternative, go to the Investor Relations page under the About Us menu at www.avid.com.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio®, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. 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. For more information about the company's Oscar, Grammy® and Emmy® award-winning products and services, visit www.avid.com.

#

© 2008 Avid Technology, Inc. All rights reserved. Avid, Digidesign, Film Composer, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance Digital are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. Emmy is a registered trademark of ATAS/NATAS. Oscar is a trademark and service mark of the Academy of Motion Picture Arts and Sciences. Grammy is a trademark of the National Academy of Recording Arts and Sciences, Inc. All other trademarks are the property of their respective owners.