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## Press Release

### AVID ANNOUNCES THE PROMOTION OF RICK BENSON TO PRESIDENT; FORESEES EXCITING OPPORTUNITIES AND NEW VENTURES

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**Twinsburg, Ohio (July 19, 2010)** – AVID Technologies Inc., a full service provider of advanced electronic product design services, announced today the promotion of Rick Benson to the position of President. As of this date, Mark Sinreich, the company's founder and prior President, will serve as Chairman of the Board.

For the past 12 years as VP of Engineering, Rick has been building an Engineering Team which started as a single engineer looking to help existing PCB customers with more front end design, to the highly experienced and capable design engine it is today. This has allowed AVID to expand its Service offerings from primarily PCB layout, packaging and documentation to a full service Engineering Design Provider. "Rick embodies the founding values of the company: responsiveness; the customer comes first; clearly say what we will do; do what we say; open honesty and integrity; and quality", comments founder Mark Sinreich. "Rick understands that sound processes, systems, and tools are keys to efficient operations and enabling Team productivity. Rick knows the business, customers, sales process, project management, and what it takes to win a customer, and keep a customer. All of this is necessary to preserve the quality organization that AVID has become and to lead AVID in exciting opportunities and new ventures in the coming years."

**About AVID** - AVID Technologies Inc., celebrating 25 years of advanced, innovative electronic product design excellence, employs over 50 engineers, designers, technicians, and project managers. AVID assists a wide variety of customers in the creation of advanced electronic products, serving a variety of markets including Aerospace/Defense, Medical, Industrial/Process Controls, Consumer, and Automotive.

To review AVID's website, access [avid-tech.com](http://avid-tech.com). Inquiries can be made at 330.487.0770.