



Press Release

AVID AMONG 82 TO RECEIVE LEADING EDGE AWARD FOR VALUE CREATION IN NORTHEAST OHIO

Twinsburg, Ohio (May 2011) – AVID Technologies Inc., a comprehensive service provider of advanced electronic design services, was among 82 Northeast Ohio companies being honored at the 2011 Crain's Leading EDGE Awards on May 19 at Cleveland State University's Student Center in Cleveland, Ohio. In its fifth year, this prestigious award was created and developed by the Entrepreneurs EDGE to recognize value-creating, middle-market companies in the region. Qualifying companies operate within the 17 counties of Northeast Ohio and generate revenues up to \$750 million, a portion of which must be outside the region.

Honored companies were identified by the value they create in our regional economy, based on a sum of their EBIT (earnings before interest and taxes) and taxable employee compensation.

About EDGE – The Entrepreneurs EDGE is a resource for CEOs and their Leadership Teams to share best practices, help solve challenging issues, and take best advantage of their biggest opportunities. EDGE is a 501 (c) (3) non-profit organization founded in 2005 to enhance economic development in Northeast Ohio.

For more information, contact EDGE at 216.469.8299 or www.edgef.org.

About AVID – AVID Technologies Inc., celebrating over 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, including wireless products, and serves a variety of markets in the Aerospace/Defense, Medical, Industrial/Process Controls, Consumer, and Automotive industries.

AVID's website can be reviewed at www.avid-tech.com. Inquiries may be made at 330.487.0770 or email sales@avid-tech.com.