



Press Release

AVID TECHNOLOGIES AMONG 96 TO RECEIVE LEADING EDGE AWARD FOR VALUE CREATION IN NORTHEAST OHIO

Twinsburg, Ohio (May 2009) - AVID Technologies Inc., a high-quality engineering services and solution provider for advanced, innovative electronic product design and production, approaching 25 years of design excellence, was among 96 Northeast Ohio companies honored at the 2009 Crain's Leading EDGE Awards on May 20th at Kent State University.

In its third 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 generates revenues up to \$750 million, a portion required to be outside the region.

Top companies were identified based on their EBIT (earnings before interest and taxes) added to taxable employee compensation, a calculation used to determine the value that nominated companies contribute to the region.

"This is a significant accomplishment for smaller to mid-size companies who can create revenue and growth, especially during these difficult economic times for Northeast Ohio", comments AVID's Vice President of Engineering.

The Entrepreneurs EDGE, a 501 © 3 non-profit organization, provides services, programs, education, civic and networking opportunities to mid-market companies in Northeast Ohio to help them grow in value. For more information, contact Pam Schwaller at pam@edgef.org or visit www.edgef.org

About AVID - AVID Technologies Inc., founded in 1985, is a leader in engineering and design services and process solutions. AVID is headquartered in Twinsburg , Ohio, and employs more than 50 employees.

To learn more about AVID, access www.avid-tech.com, call 330.487.0770 or contact sales@avid-tech.com