



Press Release

AVID TECHNOLOGIES, INC. LAUNCHES NEW WEBSITE

Twinsburg, Ohio (September 2009) - AVID Technologies Inc., an engineering and design services provider of advanced electronic products including wireless design, communication, embedded controls, data acquisition, medical devices and more, launches a new website with an improved contemporary look and feel. The new website has a more logical structure, is easier to access data, with an improved search engine optimization for increased internet activity and visibility.

The driving factor for the re-design reflects AVID's focus on its design services' areas of expertise and capabilities in the Hardware, Software, Mechanical, and PCB Layout and Design areas. "Highlighted tabs were created to call attention to the wide range of advanced Technologies we have designed with and the variety of Markets our product designs serve", comments AVID's President and Founder. "We established the framework to reflect our expertise in a wide variety of technologies and markets, allowing our Customers to remain focused on their particular product's niche".

The new website includes a Sample Projects section under the References tab which can be user-driven and cross-referenced accordingly to a specific Technology or Market of interest.

About AVID - AVID Technologies Inc., approaching 25 years of advanced, innovative electronic product design excellence, is headquartered in Twinsburg, Ohio, between Akron and Cleveland, and employs more than 50 engineers, designers, technicians and project managers.

AVID provides outstanding services by employing proven, best-practice methodologies designed to improve quality and time-to-market delivery of our Customers' projects. All services are completed with an understanding of Customer budgets and schedules, as well as an unrelenting commitment to Customer satisfaction.

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