



Press Release

AVID CELEBRATES 25 YEARS OF EXCELLENCE IN PRODUCT DESIGN SERVICES

Twinsburg, Ohio (January 2010) - AVID Technologies, Inc. will celebrate the Company's first quarter century of business on July 10, 2010, marking 25 years of operation since its founding in August, 1985. The celebration festivities will be held on a historical Tall Ship, at the Cleveland, OH harbor area the 2nd weekend in July. AVID executives, employees, and key Customers will be attending to commemorate AVID's achievements and growth, and to thank those who have made AVID's 25 years of success possible.

"As we reflect on 25 years in business, we are thankful for our Customers who have trusted our intent to create a successful product from their design criteria. We are immensely thankful for our employees and their families who have lent their effort, dedication, and loyalty to ensure our accomplishments have been made possible. Our gratitude is deeply extended to all who have made our growth and success possible." comments AVID's Founder and President.

Originating from a core group of five employees, AVID has grown to a crew of 50 employees. Throughout the years, AVID has supported its Customers with unsurpassed drive and focus, timely results, and advanced technical design targeting project design excellence and completeness as a goal for every project executed.

About AVID - AVID Technologies, Inc. headquartered in Twinsburg, Ohio, offers innovative electronic product design services to a variety of markets including Military/Aerospace/Defense, Industrial, Commercial, Consumer, and Automotive industries.

AVID employs best-practice methodologies to improve quality and time-to-market delivery of its 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.