



## Avid Customers Honored for Creative Excellence at 61st Annual Emmy Awards

### "30 Rock," "Breaking Bad," "South Park," "Project Runway" and "Weeds" Among Avid Customers That Received Prestigious Award This Year

TEWKSBURY, MA, Sep 22, 2009 (MARKETWIRE via COMTEX News Network) -- Avid (NASDAQ: AVID), today announced that the vast majority of Emmy(R) Award winners in 33 Outstanding Picture Editing, Outstanding Sound Editing/Mixing, and Outstanding Program categories at the 61st Annual Emmy(R) Awards once again chose to use one or more Avid(R) audio or video solutions to create this year's top television programming. In total, more than 125 nominees in 33 categories used Avid systems including first-time nominees and winners such as "Generation Kill: The Cradle of Civilization," "Little Dorrit" and "Grey Gardens" as well as repeat honorees such as "30 Rock," "Damages," "House," "Mad Men," "Kathy Griffin: My Life on the D List," "The Office," and "True Blood."

This year's Emmy Awards support the ongoing trend that Avid solutions continue to be the tools of choice for professionals in post production. Earlier this year, the American Cinema Editors (ACE) Board of Directors named Avid Media Composer(R) the "preferred choice" of professional editors. Additionally, one or more Avid solutions were once again used to create the vast majority of 2009's Academy Award and A.C.E award winners, including 2009 Academy Award powerhouse "Slumdog Millionaire," which took home the Oscar(R) for Motion Picture of the Year, Achievement in Sound Mixing and Achievement in Film Editing, among many others.

The team behind the hit TV series "30 Rock," which received a 2009 Emmy Award for "Outstanding Picture Editing for a Comedy Series (Single or Multi-Camera)" and was nominated in 21 other categories used:

- Avid Media Composer, Avid DS Nitris(R), and Avid Unity(TM) systems for editing, finishing and shared storage; and
- Digidesign(R) Pro Tools(R) and ICON systems to handle the show's sophisticated ADR, dialogue editing, sound effects, music editing, and mixing.

"It is a pleasure working on the comedy '30 Rock' with such a great cast and crew. The shows are very fast paced, usually with three story lines, and often include a lot of visual effects. The Avid Media Composer makes our job a lot easier and has never let us down," said editor Ken Eluto, 2009 winner of the Emmy Award for Outstanding Picture Editing for a Comedy series for the "30 Rock" episode "Apollo, Apollo."

Other 2009 Emmy Award winning programs in the Outstanding Picture Editing, Outstanding Sound Mixing, and Outstanding Sound Editing categories that were created using Avid solutions include "Breaking Bad," "Taking Chance," "House," "Generation Kill," "Entourage," "Weeds," "102 Minutes That Changed America," and "Battlestar Galactica," among many others.

"Year after year, our customers continue to demonstrate the highest levels of creative excellence in the television industry and are honored for their work in creating the most watched and loved media in the world," said Gary Greenfield, CEO, Avid. "Avid is thrilled to see so many of our customers recognized again this year, and we are grateful that they continue to rely on our audio and video solutions to bring their creativity to life for millions of people to enjoy."

#### About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world -- from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer, Pro Tools, Avid Unity, Interplay(R), Oxygen 8, Sibelius(R) and Pinnacle Studio(TM). For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), [del.icio.us](http://del.icio.us), Flickr, Twitter and YouTube; connect with Avid on Facebook; or subscribe to Avid Industry Buzz.

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