

## **M-Audio Wins Best Buy BRAVO! Award for Excellence** ***Company honored in Musical Instruments category***

**LOS ANGELES, July 23, 2008** – M-Audio, a part of Avid Technology, Inc. (Nasdaq: AVID), and a leading provider of creative tools for musicians, has been honored with the prestigious BRAVO! Award presented each year by consumer electronics leader Best Buy.

M-Audio received the coveted award in the Musical Instruments category, in recognition of the company's collaborative spirit, technical innovation and customer responsiveness. Tony McCall, M-Audio Vice President of Consumer Sales, accepted the award at a gala event held on June 3, 2008 to honor the winners.

"M-Audio is truly honored to receive this prestigious award," said McCall. "As a leader in professional music technology, M-Audio is passionate about empowering more people to express their creativity. We are thrilled that Best Buy shares our enthusiasm for the growing music creation category, and that their customers are choosing M-Audio to realize their musical aspirations."

Now in its ninth year, Best Buy's BRAVO! Award program honors manufacturers and vendors whose innovative and exceptional work exceeds expectations and achieves outstanding results. Best Buy's award committee evaluates hundreds of nominees and chooses annual winners in several categories, considering factors including technology leadership, honesty and integrity, responsiveness, growth initiatives, partnering acumen, and speed to market. Only 18 of Best Buy's more than 3,000 partners are singled out for the 2008 BRAVO! Award.

M-Audio products available at Best Buy include the [Session®](#) line of make-music-now solutions, [Studiophile® AV](#) speaker systems and the [Torq® MixLab™](#) digital DJ system.

### **About M-Audio**

M-Audio, a part of Avid Technology, Inc., is a leading provider of innovative tools for today's computer musicians and audio professionals. Now celebrating its 20<sup>th</sup> anniversary, the company was founded with the goal of democratizing music production by making powerful, easy-to-use technology accessible to a broad creative community. The company's award-winning and comprehensive product line includes PCI-, FireWire- and USB-based audio interfaces; USB/MIDI keyboard controllers and digital pianos; microphones, preamps and reference monitors; and DJ tools. M-Audio has received numerous industry accolades, including *Music Trades'* "Company of the Year" and "Fastest Growing Company" distinctions. For more information, visit [www.m-audio.com](http://www.m-audio.com).

### **About Avid Technology, Inc.**

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid, Digidesign, M-Audio, Pinnacle Systems, Sibelius, Softimage and Sundance Digital. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. Avid received an Oscar statuette representing the 1998 Scientific and Technical Award for the concept, design, and engineering of the Avid® Film Composer® system for motion picture editing. For more information about the company's Oscar®, Grammy® and Emmy® award-winning products and services, visit [www.avid.com](http://www.avid.com).

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