

For Immediate Release

M-Audio Announces Sponsorship of International Songwriting Competition
Company contributes support and gear to help further the next generation of songwriters

LOS ANGELES, August 27, 2008 — M-Audio, a part of Avid Technology, Inc. (Nasdaq: AVID), and a leading provider of creative tools for musicians, is proud to sponsor the 2008 International Songwriting Competition (ISC). Judged by a host of A-list artists and producers, the ISC is the premiere contest for aspiring songwriters across the world.

ISC contestants compete in 20 different categories to win a variety of gear, scholarship and cash prizes. M-Audio is pleased to provide a host of professional solutions designed to make it easier for aspiring songwriters to compose and record their own music. Featured products include the [Studiophile® BX5a Deluxe](#) studio reference monitors, [Studiophile® Q40](#) reference headphones, [ProKeys™ Sono 88](#) portable digital piano with USB audio interface, and [KeyRig 49](#) USB keyboard controller.

The ISC has assembled a panel of 46 high-profile judges from across the music industry. The panel includes artists Rob Thomas, Tom Waits, Chaka Khan, KT Tunstall, Ray Davies and Paul Van Dyk; music industry executives Monte Lipman (president, Universal Records), Nick Burgess (Head of A&R, Virgin Records UK) and Amy Doyle (Senior VP, MTV Artist and Talent); acclaimed producer Steve Lillywhite, and many more.

“The ISC provides a great opportunity for up-and-coming songwriters to get feedback from renowned industry veterans who know what it takes to succeed in this business,” says Adam Castillo, director of marketing for M-Audio. “M-Audio is proud to contribute to the success of those who will be writing the hits of tomorrow and helping shape the future of the music industry.”

Category prizes include a \$3,000 equipment package for first place, \$2,000 package for second place, and a full scholarship to the Berklee College of Music's five-week Summer Performance Program for the winner of the Teen category. The Overall Grand Prize Winner will receive a generous package of \$20,000 in prizes and \$25,000 in cash. Each entrant's submission is judged on a variety of criteria (partially dependant on category), including creativity, originality, lyrics, melody and arrangement.

Entries must be postmarked on or before October 15, 2008. ISC 2008 finalists will be announced in February 2009 and winners in April 2009. For more information on the International Songwriting Competition, visit www.songwritingcompetition.com, or call (615) 251-4441.

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 20th 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.

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.

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