

AVID ADVANCED IT FOR COMPETITIVE MEDIA OPERATIONS WEBINAR CONTEST
OFFICIAL RULES

GENERAL INFORMATION:

The sponsor of this Contest is Avid Technology, Inc., Avid Technology Park, One Park West, Tewksbury, MA 01876 ("SPONSOR").

NO PURCHASE IS NECESSARY TO ENTER OR WIN, AND NO OBLIGATION OF ANY KIND IS IMPLIED. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW. PARTICIPATION CONSTITUTES ENTRANT'S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES. THIS IS A TRADE PROMOTION ONLY, AND THE CONTEST IS OPEN ONLY TO INDIVIDUALS AGE 18 OR OVER WHO MEET THE ELIGIBILITY REQUIREMENTS DETAILED IN THESE OFFICIAL RULES.

Registration for the contest event begins on June 30, 2006 at 5 P.M. (ET) and ends on July 25, 2006 at 1 P.M. (ET).

ELIGIBILITY:

The contest is offered to the first 5,000 natural persons age 18 and over as of the date of entry who: (1) complete a valid registration form, (2) have signed-in and are participating in the live Advanced IT for Competitive Media Operations webinar when the winner is chosen and (3) **who are not residents of any country, province, state or other jurisdiction that restricts or limits such contests including, without limitation, Australia, Brazil, China, Province of Quebec, Colombia, Indonesia, Italy, Korea, Mexico, Norway, Philippines, Portugal, Singapore, Spain, Sweden and Venezuela.**

Employees, independent contractors, officers, and directors of SPONSOR, its affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and the immediate family members and persons living in the same household of such persons are not eligible to participate in the contest event.

HOW TO ENTER:

Eligible persons can register by completing a webinar registration form located on TV Technology's website at <http://www.tvtechnology.com/webinars/8/>. Submit the completed form via e-mail by clicking on "Submit." Completed entries must be received by SPONSOR by 1:00 P.M. (ET) on July 25, 2006. **The contest is limited to eligible webinar attendees with valid submitted entries.**

One registration per person, e-mail address or household is permitted. The use of any automated devices in connection with this contest is prohibited. Entries submitted via the internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. In the event of a dispute, each potential winner may be required to provide proof that the potential winner is the authorized account holder of the e-mail address associated with the potentially winning entry.

The total number of eligible entries received (up to a maximum of 5,000 entries) determines the odds of winning. This contest is being advertised through email and online via TV Technology's website at: <http://www.tvtechnology.com/webinars/8/>.

PRIZES:

One person randomly drawn from the first 5,000 eligible participants logged into the live Advanced IT for Competitive Media Operations webinar who submits a correctly completed entry form will receive one (1) Not-for-Resale (NFR) copy of Avid's Media Composer software. The winner will be notified by e-mail on or about July 30, 2006. Conduct of the contest and selection of the winner is in SPONSOR's sole discretion, and SPONSOR's decision is final and binding. SPONSOR will be the sole arbiter in any dispute. Prizes are non-transferable/non-saleable. All Federal, Provincial, State, and/or local taxes related to the prizes

awarded are the sole responsibility of the winner. No alternative prize, cash equivalent, or other substitution is permitted.

ADDITIONAL TERMS:

SPONSOR is not responsible for, and shall not be liable for, late, lost, misdirected or unsuccessful efforts to notify any winner. The winner may be required to sign and return a liability release, declaration or affidavit of eligibility, and, where lawful, a publicity consent agreement, all within fifteen (15) days of notice as a condition of receiving the prize. By accepting and/or using the prize, the winner agrees to the SPONSOR'S use of winner's name, voice, and/or likeness for the purpose of advertising, trade or promotion without further compensation, unless prohibited by law.

If a selected winner cannot be contacted, is ineligible, fails to claim a prize or fails to timely return a completed and executed declaration/affidavit or release as required, the prize may be forfeited and an alternate winner may be selected.

By participating, entrants agree that SPONSOR, its agents and representatives, and contest event entities are not responsible for and shall not be liable for:

- 1) electronic hardware or software program, network, Internet, or computer malfunctions, failure or difficulties of any kind;
- 2) failed, incomplete, garbled or delayed computer transmissions;
- 3) any condition caused by events beyond the control of SPONSOR that may cause the contest event to be disrupted or corrupted;
- 4) any hardware or software compatibility problems; or
- 5) any printing or typographical errors in any materials associated with the event.

SPONSOR reserves the right, in its sole discretion, to suspend or cancel the event at any time if a computer virus, bug, or other technical problem corrupts the administration, security or proper play of the contest event.

By participating in the event, each entrant agrees to release and hold SPONSOR, its shareholders, officers, agents and representatives and event entities harmless from any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the contest event, acceptance possession or use of any prize, including without limitation, personal injuries, death, and property damage and claims based on publicity rights, defamation, or invasion of privacy.

All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of participant and SPONSOR in connection with contest event, shall be governed by, and construed in accordance with the laws of the Commonwealth of Massachusetts without regard to the conflict of laws rules that would cause the laws of any other jurisdiction to apply.

To obtain a copy of these Official Rules, print them from TV Technology's website at

<http://www.tvtechnology.com/webinars/8/>.

The name of the prize winner will be available after July 30, 2006 at TV Technology's website at

<http://www.tvtechnology.com/webinars/8/>