



Avid
75 Network Drive
Burlington, MA 01803

Rules for 'Elevate Recording' Giveaway Contest

GENERAL INFORMATION: The sponsor of the 'Elevate Recording' Giveaway Contest (the "Contest") is Avid Technology, Inc. ("Sponsor"), having a place of business located at 75 Network Drive, Burlington, MA 01803 USA.

NO PURCHASE IS NECESSARY TO ENTER OR WIN, AND NO OBLIGATION OF ANY KIND IS IMPLIED. THIS CONTEST IS VOID WHERE PROHIBITED OR RESTRICTED 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 LEGAL RESIDENTS OF THE U.S. WHO ARE AGE 18 OR OVER AND WHO MEET THE ELIGIBILITY REQUIREMENTS DETAILED IN THESE OFFICIAL RULES. The Contest begins on September 7, 2010 at 8 a.m. Eastern Time and ends on December 31, 2010 at 11:59 a.m. Eastern Time.

ELIGIBILITY: The Contest is offered to all natural persons age 18 and over as of the date of entry, who are legal residents of the United States and Canada (with the exception of the Province of Quebec). Employees, independent contractors, officers, and directors of Sponsor, its affiliates, subsidiaries, distributors, 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.

HOW TO ENTER: Eligible persons can register by completing a Contest entry form located on the Sponsor's website at <http://forms.avid.com/forms/ElevateRecording>. Submit the completed form by clicking on "Submit". Completed entries must be received by 11:59 a.m. Eastern Time on December 31, 2010.

Only one (1) 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 determines odds of winning.

THE PRIZE: One (1) person randomly drawn on the following date: December 31, 2010, from the total population of those who submit a correctly completed entry form before the contest end date will receive one (1) Pro Tools Mbox Pro. The Pro Tools Mbox Pro high-definition desktop studio system has a USMSRP of approximately eight hundred ninety nine dollars and zero cents.(\$899.00).

The winner will be notified by mail, e-mail and/or telephone on or about 30 days after the drawing date for each month. Conduct of the Contest and selection of the winner are in Sponsor's sole discretion, and Sponsor's decisions are final and binding. Sponsor will be the sole arbiter in any dispute. Prizes are non-transferable and non-saleable. All Federal, 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.

PRIVACY POLICY: Sponsor may use personal information submitted by participants in a completed entry form in accordance with the terms of Sponsor's Privacy Policy. Sponsor's Privacy Policy may be viewed at Sponsor's website at www.avid.com/legal/index.html#privacy.

ADDITIONAL TERMS: Sponsor is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the 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 days of

notice to the winner as a condition of receiving the prize. By accepting and/or using prize, the winner agrees to the use of the winner's name, voice, and/or likeness for the purpose of advertising, trade or promotion without further compensation, unless prohibited by law. If the selected winner cannot be contacted, is ineligible, fails to claim a prize, or fails to timely return completed and executed declaration/affidavit and releases as required, 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 to be disrupted or corrupted;
- 4) any hardware compatibility problems; or
- 5) any printing or typographical errors in any materials associated with the Contest.

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

RELEASE: By participating in the Contest, 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, 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.

GOVERNING LAW. 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 the Contest, 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 Sponsor's website at <http://forms.avid.com/forms/ElevateRecording>.

For the name of the prize winner, available 30 days after the drawing date for each month visit Sponsor's website at <http://forms.avid.com/forms/ElevateRecording>.