



Avid
75 Network Drive
Burlington, MA 01803

Rules for ‘Something Wicked’ Giveaway

GENERAL INFORMATION: The sponsor of the ‘Something Wicked’ Giveaway (the “Giveaway”) 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 GIVEAWAY IS OPEN ONLY TO LEGAL RESIDENTS OF THE U.S., CANADA (WITH THE EXCEPTION OF THE PROVINCE OF QUEBEC), IRELAND, AND THE UNITED KINGDOM WHO ARE AGE 18 OR OVER AND WHO MEET THE ELIGIBILITY REQUIREMENTS DETAILED IN THESE OFFICIAL RULES. The Giveaway begins on December 10, 2010 at 8 a.m. Eastern Time (-5 hours GMT) and ends on March 31, 2011 at 11:59 a.m. Eastern Time.

ELIGIBILITY: The Giveaway is offered to all natural persons age 18 and over as of the date of entry, who are legal residents of the United States, Canada (with the exception of the Province of Quebec), Ireland, and the United Kingdom. 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 Giveaway.

HOW TO ENTER: Eligible persons can register by completing a Giveaway entry form located on the Sponsor's website at <http://forms.avid.com/forms/SomethingWicked>. Submit the completed form by clicking on "Submit". Completed entries must be received by 11:59 a.m. Eastern Time on March 31, 2011.

Only one (1) registration per person, e-mail address or household is permitted. The use of any automated devices in connection with this Giveaway 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: March 31, 2011, from the total population of those who submit a correctly completed entry form before the contest end date will receive one (1) “PRODUCT TO BE ANNOUNCED”. The “PRODUCT TO BE ANNOUNCED” has a USMSRP of approximately five hundred ninety nine dollars and ninety nine cents (\$599.95). These rules to be updated to list the actual product name by 11:59 p.m. January 13, 2011 Eastern Time (-5 hours GMT).

The winner will be notified by mail, e-mail and/or telephone by April 29, 2010 at 5 p.m. Eastern Time (-5 hours GMT). Conduct of the Giveaway 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. Where lawful, the winner may be required to sign and return a liability release, declaration or affidavit of eligibility, and 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 applicable and 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 Giveaway to be disrupted or corrupted;
- 4) any hardware compatibility problems; or
- 5) any printing or typographical errors in any materials associated with the Giveaway.

Sponsor reserves the right, in its sole discretion, to suspend or cancel the Giveaway 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 Giveaway, 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 Giveaway, acceptance possession or use of any prize.

Where inapplicable in certain jurisdictions, Sponsor's liability is limited as far as possible by local law

Unless restricted by local law, each entrant agrees to release and hold Sponsor, its shareholders, officers, agents and representatives harmless from losses, damages, rights, claims and actions resulting from and without limitation, personal injuries, death, and property damage and claims based on publicity rights, defamation, or invasion of privacy. Avid does not exclude liability which cannot be excluded under applicable law.

GOVERNING LAW. Void where prohibited or otherwise restricted. 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 Giveaway, 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. For entrants outside the US and Canada, the Contest shall be governed and construed in accordance with the laws of England and Wales and the parties submit to the exclusive jurisdiction of the English courts.

To obtain a copy of these Official Rules, print them from Sponsor's website at <http://forms.avid.com/forms/SomethingWicked>.

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