

Industry Connections Contest Rules

By entering the Avid Industry Connections Contest (the "Contest"), all participants agree to be bound by these official Contest Rules:

Eligibility. The contest is offered to all persons age 18 and over who: (1) are residents of the United States or Canada (excluding the Province of Quebec), (2) are current students or have accepted enrollment to an accredited university or college within the United States or Canada and (3) **are not residents of any country, province, state or other jurisdiction that restricts or limits such contests.**

This Contest is void where prohibited by law.

Participants may submit only one entry for the Contest. Officers, directors, representatives and employees of Avid Technology, Inc. ("Sponsor"), their affiliates and subsidiaries and all others directly involved in this Contest, together with members of their households, whether related or not, are not eligible. Canadian winners may be required to answer a time-limited mathematical skill-testing question as a condition of claiming a prize. No purchase is necessary to enter the contest.

Contest Period. The Contest begins on August 1, 2006 at 9:00 a.m. ET and ends on October 31, 2006, at 11:59 p.m. ET (the "Contest Period"). All entries for the Contest must be received by Sponsor during the Contest Period. All times in these Contest Rules are Eastern Time (Standard time or Daylight Savings time, as applicable).

How to enter. Students who register copies of Avid Xpress Pro Academic, SOFTIMAGE|XSI Academic, or Pro Tools Academic before October 31, 2006 will be able to enter the contest online. Upon registering their product, they will receive an e-mail with a link to a Web survey. By successfully completing the Web survey, entrants will have the opportunity to enter to win one of three grand prizes (each entrant is eligible to win only one prize). Students who have not purchased Avid Xpress Pro Academic, SOFTIMAGE|XSI Academic, or Pro Tools Academic may enter by mailing a 3.5" x 5" postcard containing the words "Avid Industry Connections Contest", along with you're the entrant's name, age, address, telephone number, e-mail address (if you do not have an e-mail address, print "no e-mail address"), and the grand prize for which you want to be entered to win to: Avid Industry Connections Contest, Avid Technology, Inc., One Park West, Tewksbury, MA 01876. Completed entries must be received by Sponsor no later than 11:59 p.m. ET on October 31, 2006.

Entrants also give the Sponsor the right to publish the winners names on the Avid web site, in press materials, and on signage at industry events. ENTRANTS AGREE THAT THE SUBMISSION AND USE OF EACH ENTRY SHALL BE SUBJECT TO AND GOVERNED BY SPONSOR'S TERMS OF USE.

Prizes. Three grand prizes will be awarded.

- **Video Grand Prize:** The "video grand prize" winner will receive round-trip airfare for two to Los Angeles, CA and tickets to attend the 2007 A.C.E. Eddie Awards in Los Angeles on February 18, 2007, as well as three nights of hotel accommodations, and a food and beverage allowance (of approximately \$55/day). The approximate retail value of the grand prize is \$3,000. Changes may not be made to the travel dates.

- 3D Grand Prize: The “3D grand prize” winner will receive round-trip airfare for two to San Francisco, CA and passes to attend the Game Developers Awards and Conference from March 5-9, 2007, as well as three nights of hotel accommodations, and a food and beverage allowance (of approximately \$55/day). The approximate retail value of the “3D grand prize” is \$3,000. Changes may not be made to the travel dates.
- Audio Grand Prize: The “audio grand prize” consists of a “dream audio suite” that includes:
 1. Digi 002® Factory (\$2,500)
 2. M-Audio® Sputnik mic (\$700)
 3. M-Audio Axiom™ 61 keyboard (\$330)
 4. M-Audio EX66 speakers, pair: (\$1,200)
 The total retail value of the “audio grand prize” is: \$4730

Prizes are not transferable. No prize substitution is allowed except at Sponsor’s sole discretion. If the prize cannot be awarded for any reason, a substitute prize or check of equal retail value will be awarded by Sponsor. All local, state and federal taxes, registration, license, title and other fees, costs and expenses are the sole responsibility of the winner.

Selection of Winners. One winner for each of the three grand prizes will be randomly selected from the entrants who have pre-selected that prize. The winners will be notified by e-mail on or about November 7, 2006. If your e-mail address changes, please notify us by the close of the Contest Period either by e-mail to backtoschool@avid.com or by U.S. mail at Avid Industry Connections Contest, Avid Technology, Inc., One Park West, Tewksbury, MA 01876, so that we can contact you if you are selected as a winner. If Sponsor is unable to reach a winner within 48 hours, Sponsor reserves the right to choose an alternate winner.

The winners shall be required to submit valid identification to Sponsor and to execute an affidavit of eligibility and a liability/publicity release within seven (7) days following the first attempted notification and to mail such materials to Avid Industry Connections Contest, Avid Technology, Inc., One Park West, Tewksbury, MA 01876. Failure to comply within this time period may result in disqualification and the awarding of the prize to an alternate winner in Sponsor’s discretion. If a winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed affidavit/release as required, or if the prize notification or prize is returned as undeliverable, the prize will be forfeited. If a prize is unclaimed, an alternate winner will be selected.

The Sponsor reserves the right to post the name of each winner and the winning video on the Sponsor’s web site (www.avid.com) on or about November 7, 2006.

Consent to Publicity and Release. Each winner agrees to Sponsor’s use of their name and likeness for advertising and publicity purposes, without additional compensation, unless prohibited by law. By entering, the participant releases and agrees to hold harmless Sponsor and its respective parents, subsidiaries, affiliates, directors, officers, employees, agents and licensors from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Contest or any prize won.

Disclaimer. Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, the Contest Rules, the selection and announcement of the winners or the distribution of the prizes. Sponsor is not responsible for lost, late, or misdirected entries, or for incorrect, inaccurate or incomplete entry information whether caused by a contestant or an equipment or technical malfunction or a virus or any other reason, or for any technical error or malfunctions or clerical errors.

Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers of computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest. Sponsor is not responsible for loss, delay, or damage in the shipping of any prizes. Sponsor reserves the right to discontinue the Contest at any time, in which event, only entries received prior to that date will be considered.

Disruption. Sponsor reserves the right in its sole discretion to modify, suspend, terminate or cancel all or any portions of the Contest because of technical errors or malfunctions, viruses, hackers, or for other reasons that corrupt or impair the administration, security, or fairness of the Contest in any manner. Sponsor also reserves the right in its sole discretion to disqualify any entrant who fails to comply with these Contest Rules, who attempts to enter the Contest in any manner or through any means other than as described in these Contest Rules, or who attempts to disrupt the Contest or to circumvent any of these Contest Rules.

Restrictions. Void where prohibited or otherwise restricted. Contest is governed by U.S. law. All federal, state and local laws apply.

Rules. For a copy of these Contest Rules, send a self-addressed, stamped envelope to Avid Technology, Inc., Avid Industry Connections Contest (Contest Rules), One Park West, Tewksbury, MA 01876. Sponsor reserves the right to modify these Contest Rules for clarification purposes without materially affecting the terms and conditions of the Contest. Requests for Contest Rules must be received by October 31, 2006.

Sponsor. The Sponsor of the Contest is Avid Technology, Inc., One Park West, Tewksbury, MA 01876.

I agree to be bound by these rules.

I do not agree to be bound by these rules.