



Reseller Sales Update
July 25th, 2006

Xpress DV - End Of life Announcement

With the goal of simplifying and consolidating its range of editors, Avid will cease production of Avid Xpress DV at the end of September 2006. Resellers who wish to purchase stock of Avid Xpress DV v4.8 should place their last time buy orders with their local Avid sales office or Distributor as soon as possible.

Prospects for Avid Xpress DV should be encouraged to consider Avid Xpress Pro, if they are looking for a low cost editor as part of a typical Avid workflow, or Avid Liquid if they are looking for an integrated DVD editing solution at less than €1,000. Existing customers wishing to benefit from the latest features, or wanting to work in the latest HD formats, should be encouraged to upgrade to Avid Xpress Pro. More details on upgrade paths can be found at: <http://www.avid.com/xpressupgrades>. Customers that do not upgrade will continue to receive on-line support.