



Avid  
75 Network Drive  
Burlington, MA 01803

## Online Giveaway Rules

**GENERAL INFORMATION:** The sponsor of the Avid What's Your Story 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 PERSONS WHO MEET THE ELIGIBILITY REQUIREMENTS DETAILED IN THESE OFFICIAL RULES.** The Contest begins on September 1, 2012 at 8 a.m. Eastern Time (-5 hours GMT) and ends on December 31, 2012 at 11:59 p.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, Canada (with the exception of the Province of Quebec), and States in Europe, the Middle East and Africa (unless expressly prohibited by local law). For the avoidance of doubt, this Contest is not offered in France, Sweden, Spain, Germany, the Netherlands and Italy. 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 in any of the three (3) following ways:

- Post your original photo or share a link to your original composition and recording on Avid's Facebook wall at [www.facebook.com/AvidTechnology](http://www.facebook.com/AvidTechnology)
- Upload and share your original composition and recording on your SoundCloud account at [soundcloud.com](http://soundcloud.com) and include the tag #AvidArtist with your upload.
- Tweet us a link to your original photo or original composition and recording to our hashtag #AvidArtist

Completed entries must be received by 11:59 p.m. Eastern Time on December 31, 2012.

Only one (1) registration per person for each method of entry. The use of any automated devices in connection with this Contest is prohibited. Entries will be deemed made by the authorized account holder of the Facebook, SoundCloud, or Twitter account 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 Facebook, SoundCloud, or Twitter account associated with the potentially winning entry. The total number of eligible entries received determines odds of winning.

**THE PRIZE:** Four (4) people randomly drawn from the total population of those who submit valid entries will receive Pro Tools + Mbox Pro. Pro Tools + Mbox Pro has a USMSRP of approximately *nine hundred ninety nine* dollars (\$999). One (1) winner will be selected monthly between October 1, 2012 and January 31, 2013.

The winners will be notified by mail, e-mail and/or telephone on or before December 31, 2012. 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. In the United States and Canada, 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 connection with an entry 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](http://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, 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.

By entering the Contest, entrant represents and warrants that the photos, musical compositions, audio recordings, and/or video linked to in the entry, (i) is wholly original and owned by them and is not copied from any commercial or proprietary source or otherwise copyrighted by any other party; (ii) is not protected by trade secret; or (iii) is not subject to any third party rights whatsoever, including privacy and publicity rights; unless it is the owner of such rights or has documented permission from its rightful owner to post the material.

**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.

For territories outside the United States and Canada, Sponsor does not exclude (i) liability for death or personal injury caused by negligence of Sponsor, its employees or authorized representatives, or (ii) liability for fraud, or (iii) any other liability which cannot be excluded under applicable law.

**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 [www.avid.com](http://www.avid.com). For the name of the prize winners, available after January 31, 2012 visit Sponsor's website at [www.avid.com](http://www.avid.com).