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For Immediate Release

Adobe Enables Small Businesses To Get Noticed With Adobe PhotoDeluxe Business Edition

Solution For Creating Powerful Marketing Materials Is Designed For Users With Little Time And Design Expertise

San Jose, Calif., (April 20, 1998) (Nasdaq: ADBE) — Adobe Systems Incorporated announced today Adobe® PhotoDeluxe® Business Edition, an ideal solution for quickly and easily creating professional-looking sales and marketing materials such as business cards, letterhead, flyers, and direct mail pieces. Designed to help small businesses use photos to stand out in print and on the Web, Adobe PhotoDeluxe Business Edition software helps companies communicate business messages with unforgettable, eye-catching marketing materials—without requiring the user to invest a huge amount of time or resources.

"In order to grow my business, I have to dedicate resources to develop sales and marketing materials. As important as this is, I just don't have the time and money I need to do a good job," said T.J. Angstman, sales associate at Realty One in Boise, Idaho. "PhotoDeluxe Business Edition is just what I've been looking for. It provides me with the tools needed to create professional, eye-catching house flyers for my real estate business without having to contract out to an expensive designer. And even better, I can spend little time using the software and still end up with stellar results!"

Based on the world leader in consumer photo-editing software, Adobe PhotoDeluxe for the home, PhotoDeluxe Business Edition was designed based on input from small business customers. It is the first photo-editing sales and marketing software solution created specifically with the small business customer in mind. PhotoDeluxe Business Edition comes with hundreds of photo projects, professionally-designed templates, special effects, sample photos, clip art and Adobe Connectables™—a feature unique to Adobe software—which allows users to regularly access new projects, templates, plug-ins and visual content from both Adobe and third parties, via the Web.

Dynamic Solution Grows With Customer Needs

PhotoDeluxe Business Edition joins Adobe's category-leading family of complementary products, including Adobe PageMaker® and Adobe PageMill®, that are used by small businesses around the world to deliver marketing messages with clarity and impact. Complete with integrated support for high-quality, royalty-free stock photography and clip art from the Adobe Image Library™, typefaces from Adobe

(more)

Type Library, as well as third-party products from Extensis Corporation and Avery Dennison, PhotoDeluxe Business Edition customers can take advantage of Adobe Connectables to tailor their program to meet specific small business needs.

The ability to add new content and features whenever it is needed is a huge benefit to those customers who want to continually have new tools at hand for marketing their business. Extensis will provide its popular Intellihance® 3.0 and PhotoFrame® 1.0 software packages at a special price to Adobe PhotoDeluxe Business Edition customers. When installed, these "plug ins" appear automatically as new features that add extra functionality. In addition to the extensibility made possible by the Extensis plug ins, PhotoDeluxe Business Edition provides a direct link to the Adobe Studios Web site where customers can purchase new visual content, clip art and typefaces 24 hours a day, seven days a week. Every month Adobe Studios will offer PhotoDeluxe Business Edition customers a special promotional offer, such as a percentage discount on specific titles or downloads.

PhotoDeluxe Business Edition provides intelligent one-click printing to numerous kinds of Avery-brand templates and printable supplies, so customers can print to products such as Avery-brand glossy photo-quality business cards and self-seal mailers, without having to fuss with measurements and margins. And for those customers using PhotoDeluxe Business Edition to create Web banners and buttons, Guided Activities in the program step them through the process of saving to the best file format, then posting the image to a Web site.

Price and Availability

The English version of Adobe PhotoDeluxe Business Edition for Microsoft® Windows® 95 is expected to ship in May 1998. The estimated street price for Adobe PhotoDeluxe Business Edition for Windows is $99. For more information, or to purchase software, access the Adobe Web site at www.adobe.com or call 800-238-5972.

About Adobe Systems Incorporated

Based in San Jose, Calif., Adobe Systems Incorporated develops and supports products to help people express and use information in more imaginative and meaningful ways, across all print and electronic media. Founded in 1982, Adobe helped launch the desktop publishing revolution. Today, the company offers a market-leading line of application software and type products for creating and distributing visually rich communication materials; licenses its industry-standard technologies to major hardware manufacturers, software developers, and service providers; and offers integrated software solutions to businesses of all sizes. For more information, see Adobe's home page at http://www.adobe.com on the World Wide Web.

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