

For Immediate Release

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Adobe PhotoDeluxe Business Edition Now Shipping

Powerful Digital Imaging Software Helps Small Businesses Stay Competitive

San Jose, Calif., (May 15, 1998) (Nasdaq: ADBE) — Adobe Systems Incorporated today announced new details regarding the immediate availability of Adobe® PhotoDeluxe® Business Edition, the first digital imaging software solution designed specifically for small businesses. Adobe announced partnerships with DVP Technologies, FotoNation, Storm Technology and BusinessWeek Online that will provide PhotoDeluxe Business Edition customers with additional product performance and value.

Customers can purchase the English version of Adobe PhotoDeluxe Business Edition for Microsoft® Windows® 95, Windows 98®, or Windows NT® 4.0 through authorized Adobe resellers and retail outlets at an estimated street price of \$99. French and German versions will be available in mid-June and the Japanese version will be available in mid-August. All other languages will be shipped in subsequent months. Adobe PhotoDeluxe Business Edition can also be purchased directly from Adobe by calling 1-800-833-6687 or by visiting the Adobe Web site at www.adobe.com.

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. It 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.

Helping Businesses Stand Out

The newly announced partners join Avery Dennison, Extensis Corporation and the company's own Adobe Image Library in offering plug-ins, enhanced product features and/or service discounts that business users can rely on to help them create exciting marketing materials that will stand out among the competition.

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For example, DVP Technologies has provided plug-ins to reduce problems such as image graininess and moire patterns. PhotoDeluxe Business Edition also provides lots of easy options for importing and managing photos, such as the Digital Camera Direct Access feature. FotoNation, Inc.'s FotoNation Explorer software enables customers who are working with a digital camera to see and manage thumbnail displays of all the photos in their digital camera to most easily choose the images with which they want to work. Storm Technology's Easy Photo Software has also been integrated into PhotoDeluxe Business Edition to provide customers an intuitive photo browser for managing and organizing all their photos.

Recognizing that small businesses need tools for both marketing and market intelligence, Adobe has teamed with BusinessWeek to offer PhotoDeluxe Business Edition customers access to free monthly articles on BusinessWeek Online's paid subscription Web-zine. Additionally, BusinessWeek will offer users reduced subscription rates for the entire on-line publication.

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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