

For Immediate Release

## **Adobe.com Strikes Alliances With Web and Print Content Leaders**

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San Jose, Calif., ( Feb 22, 2000) (Nasdaq:ADBE)—Adobe Systems Incorporated today announced several alliances with industry-leading content providers to continue to deliver unparalleled news and editorial to the digital publishing community. Relationships with partners including Salon.com, Seybold Publications, Total Training, Planet PDF, and PeachPit Press will complement Adobe.com's editorial and community-building efforts with acclaimed content and commentary.

“Creative professionals and enthusiasts have come to rely upon Adobe.com for its breadth and depth of industry content,” said Tanya Wendling, Senior Director of Content and Online Communities at Adobe Systems Incorporated. “Editorial content from our expert staff of journalists and alliances with household names in the publishing industry will keep Adobe.com visitors ahead of the curve.”

### **Leading-Edge Content Offers Perspective and Adds Value to the Customer**

An editorial Internet pioneer, Salon.com will partner with Adobe to bring the latest cultural commentary and technology perspective to the Adobe.com community.

“Salon.com is excited to be working with Adobe on this content relationship,” said Patrick Hurley, vice president of marketing at Salon.com. “The marriage of Salon.com's acclaimed editorial with Adobe's recognized leadership in publishing gives the Internet a powerful creative voice.”

Adobe is also working with Seybold Publications to offer industry news reports in the Web and Print Centers of Adobe.com. Adobe and Seybold have had a long-term alliance, working in tandem over the past several years as leaders in the field of publishing. Adobe.com will feature selections from Seybold Publications' database of news stories and in-depth articles from Seybold Publications' three subscription-based newsletters: The Seybold Report on Internet Publishing, The Bulletin: Seybold News and Views on Electronic Publishing, and The Seybold Report on Publishing Systems.

“We are extremely pleased to be working with Adobe.com,” said Gene Gable, Vice President and General Manager of Seybold Seminars and Publications. “The editors at Adobe.com are committed to high journalistic standards and share our goal of disseminating only the best and most accurate information. It is great to have our reporting reaching the huge worldwide audience that Adobe brings to this partnership.”

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Expanding Adobe's relationship with Peachpit Press, publisher of several award-winning books on Adobe software products, Adobe.com will now feature content from this collection of books and from the Peachpit Press Web site.

"Peachpit Press is delighted to team with Adobe.com. Readers of our books already like to congregate on Adobe.com, which attracts the broadest possible global audience of visual communicators, from digital graphics, web, print, video and publishing professionals to students, teachers, business and home users," said Nancy Aldrich-Ruenzel, Publisher and Vice President, Peachpit Press, division of Addison Wesley Longman Inc. "This demanding audience requires nothing less than the highest standards of information integrity and the most visually-rich, community experience. They visit Adobe.com not just for the latest product information but to recharge creative batteries, get up to speed, and get inspired."

Enabling creative professionals to get the most from Adobe's award-winning software, Total Training, Inc.'s respected and renowned training materials will now be available in each of the four Centers – Web, Print, ePaper and Motion, on Adobe.com.

"We're excited to be delivering high-quality streaming video training to creative professionals via Adobe.com," said John Bell, president, Total Training Incorporated. "This relationship with Adobe will provide all users a convenient way to access the training they need to get the most from Adobe's professional graphics products."

### **Adobe.com**

Adobe.com is a premier online resource that serves design innovators, creative enthusiasts and professionals worldwide. Organized in four centers – Web, Print, Motion and ePaper – Adobe.com's information-rich, targeted content and services add value to the customer's investment in Adobe products. Each center helps customers locate products and services needed to do their work, keep their skills up to date, manage their careers, and leverage the Web to collaborate and work with others in the community.

### **About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Web and print publishing. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, publish and deliver visually-rich content for various types of media. Adobe is the fourth largest U.S.-based personal software company, with annual revenues exceeding \$1 billion.

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