



Press/Analyst Contacts:
Cara Cassidy
Adobe Systems Incorporated
408-536-4665
ccassidy@adobe.com
<http://www.adobe.com>

Molly McKinley
A&R Partners
561-968-4777
mmckinley@arpartners.com

For Immediate Release

Adobe Updates Adobe Premiere LE for OEM Distribution

Version 6 Now Available With New Sony VAIO line

SAN JOSE, Calif., Oct. 12, 2001 (Nasdaq: ADBE)— Adobe Systems Incorporated, the leader in network publishing, today announced that Adobe® Premiere® 6 LE, a limited edition version of Adobe's award-winning digital video editing software, will be sold with the latest computing systems by hardware partners, including Sony Corporation.

In a separate release, Sony announced today that it will bundle Adobe Premiere 6 LE software with the new Sony VAIO® line beginning immediately. Sony is the first company to offer the new version of Adobe Premiere LE and other hardware manufacturers are expected to offer similar Adobe Premiere LE software bundles later this year.

“We are excited to offer our new VAIO customers the opportunity to explore digital video editing with Adobe Premiere 6 LE,” said Hiroyuki Bando, general manager of Business Strategy Department, Sony Corporation. “With the incredible growth in the purchase of digital video cameras, our customers will need easy-to-use video editing software that they can learn and continue to grow with and we believe that Adobe Premiere is the right tool for the job.”

Available through select worldwide manufacturers, Adobe Premiere 6 LE is a limited edition of Adobe's popular video editing software that contains select features from the full version. Adobe Premiere 6 LE software allows video hobbyists to quickly and easily edit digital video on a desktop computer. The latest version of Premiere LE includes built-in support for a large selection of digital video (DV) devices for Windows and includes several key editing tools that will help novice video editors produce compelling digital video.

In addition to native DV support, Adobe Premiere 6 LE takes advantage of several features found in the full version of Adobe Premiere including automate to timeline, a selection of video transitions and the ability to create titles. Adobe Premiere 6 LE integrates with Adobe's award-winning applications including Adobe After Effects®, Adobe Photoshop® and Adobe GoLive™ and is available in English, French, German and Japanese.

Adobe Sony VAIO

Adobe Premiere 6 LE, bundled with the Sony VAIO line will soon be available in the U.S. and Canada, Europe and Japan. For more information on Sony VAIO products, visit the website at <http://www.sony.com/vaio/> (US and Canada) and <http://www.vaio.sony-europe.com/> (Europe).

Pricing and Availability

The full version of Adobe Premiere 6.0 is available at an estimated street price of \$549 U.S. Adobe Premiere LE customers can upgrade to the full version of Adobe Premiere for an estimated street price of \$199 U.S. Adobe Premiere 6.0 is also featured in the Adobe Digital Video Collection, an integrated, cost-effective suite of DV tools. Information on Adobe Premiere 6.0 and the Adobe Digital Video Collection can be found at <http://www.adobe.com>.

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for Network Publishing, including Web, ePaper, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second-largest PC software company in the U.S., with annual revenues exceeding \$1.2 billion.

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Editors Note: Additional information on Adobe Premiere 6.0 and all other PR related materials from Adobe can be found online in the Adobe pressroom located at <http://www.adobe.com/pressroom>.