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FOR IMMEDIATE RELEASE

Adobe Photographers Directory Expands its Global Reach to Include Thousands of Pro Photographers

Updated Directory Provides Designers and Art Directors with Access to Thousands of Professional Photographers Worldwide

SAN JOSE, Calif. — Oct. 20, 2005 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that thousands of professional photographers are accessible to the creative community through an expanded update to its worldwide Photographers Directory. The Photographers Directory is now highlighted in the Favorites section of the Adobe Bridge feature in Adobe Creative Suite 2 and Photoshop® CS2 software and is also accessible from the Adobe Web site. Adobe has teamed up with nearly 20 professional photography associations worldwide, making it easy to find the right photographer without interrupting the flow of the overall design process and providing photographers with a global network to showcase their work and attract new clients.

“The Adobe Photographers Directory showcases the talents of photographers around the world, enabling designers, art directors and image buyers to find the photographers they need to realize their ideas,” said Bryan Lamkin, senior vice president of Digital Imaging and Digital Video at Adobe. “Associations screen their members so only qualified professionals will be listed in their directories. To preserve that integrity, Adobe continues to work with associations industry-wide to come up with appropriate ways to broaden the Adobe Photographers Directory, so it will represent the entire professional community.”

The Photographers Directory, a searchable database that includes links to portfolios, now offers one-stop access to the members of seven professional associations in the U.S. and has expanded its reach to include photographers from Australia, Canada, Germany, New Zealand, Spain, Sweden, and the United Kingdom. Participating U.S. associations include the American Society of Media Photographers (ASMP); the Advertising Photographers of America (APA); the Editorial Photographers (EP); International Virtual Reality Photography Association (IVRPA); Professional Aerial Photographers Association (PAPA); Professional Photographers of America (PPA); and the Stock Artists Alliance (SAA).

The directory also includes members of the Association of Photographers (AOP) and the British Institute of Professional Photography (BIPP) based in the U.K.; Australian Commercial and Media Photographers (ACMP) and

Adobe Photographers Directory Expands its Global Reach to Include Thousands of Pro

Australian Institute of Professional Photography (AIPP) based in Australia; Professional Photographers of Canada (PPOC), Canadian Association of Photographers and Illustrators in Communications (CAPIC), Germany's Professional Imagers Club (Pic Verband), CV Photo, Arbeitskreis Portrait Fotografie International (APPI), AWI-Online and Freelens, New Zealand Institute of Professional Photography (NZIPP), Swedish Nordic Photo Organization and Association of Professional Photographers of Spain (AFP).

Over time, Adobe has plans to expand its comprehensive listing beyond professional associations to include qualified professionals who are not affiliated with an organization. (See Quote Sheet)

Availability

The Adobe Photographers Directory can be found in the Favorites section of the Adobe Bridge feature in Adobe Creative Suite 2 and Photoshop CS2 software and also is accessible from the Adobe Web site. It offers a free search service of professional photographers by geographic location or by photographic specialty and includes seven portfolio images. Available today in English, the Adobe Photographers Directory will be available in French, German, and Spanish in early 2006. For more information about how to be a part of the Adobe Photographers Directory, visit www.photographersdirectory.adobe.com.

About Adobe Systems Incorporated

Adobe is the world's leading provider of software solutions to create, manage and deliver high-impact, reliable digital content. For more information, visit www.adobe.com.

Quote Sheet

Leading photography associations voice their support for Adobe Photographers Directory:

"Adobe Photographers Directory is an important development within the industry and will serve as an important tool for the future of advertising photography. Advertising Photographers of America (APA) shooters are among the best in the business and working with Adobe's Photographers Directory is a great benefit to our members and will provide a valuable marketing asset. Through Adobe Bridge, buyers of photography will now have an additional choice when it comes to licensing stock library images or awarding assignment work."

-- Will Mosgrove, national co-vice president, Advertising Photographers of America

"American Society of Media Photographers (ASMP) supports the Adobe Photographers Directory because it gives our members another portal to connect with buyers. Adobe products play a significant role in the daily workflow of the design community, and this additional resource gives those buyers a place, inside the Adobe product line, to find high quality photographic services. The benefit to our members is clear and substantial."

-- Susan Carr, president, American Society of Media Photographers

Adobe Photographers Directory Expands its Global Reach to Include Thousands of Pro

“AWI is glad to be part of Adobe Photographers Directory benefiting both the interests of photographers and creative professionals worldwide. With the Photographers Directory now integrated into Adobe Bridge, not only will designers be able to access photographers work faster, but our members have the opportunity to promote their work and win new business. We welcome the opportunity to partner with Adobe and look forward to a long and rewarding relationship.”

--Reiner Schmitz, chairman, Arbeitskreis Werbe Industriefotografie

“The Association of Photographers (AOP) is pleased to be involved in the Adobe Photographers Directory - a means by which our members can effectively display their work to a worldwide audience. We have had extensive discussions with Adobe in both the US and UK, and support. Adobe's long-term aims and objectives regarding the provision of access to creative services of all types, and believe that the quality and breadth of AOP members will make the Photographers Directory an invaluable creative tool.”

-- Jonathan Briggs, president, The Association of Photographers

“The Australian Institute of Professional Photography (AIPP) is delighted to be partnered with Adobe in this exciting new initiative for our full accredited members. The Adobe Photographers Directory will be of significant benefit to AIPP full-accredited members as potential clients will be able to browse through their stock library images. This is a valuable resource for our full-accredited members and is highly likely to provide them with new business opportunities. The collaboration with Adobe will provide our full-accredited members with the opportunity to promote their work and their businesses. The AIPP looks forward to a fruitful association with Adobe at the forefront of imaging technology.”

-- Phil Kuruvita, national president, Australian Institute of Professional Photography

“We are delighted to be working with Adobe in this important development in professional photography. We believe the Adobe Photographers Directory provides a new impetus to creativity and standards in professional photography, and the connection between customers and photographers.”“

-- Keith Ginsburg, chief executive officer, British Institute of Professional Photography

“The Canadian Association of Photographers and Illustrators in Communications (CAPIC) is very pleased to be included in the new directory. It will be a great addition to the services we provide to our members. Along with capic.org, our members will have a greater exposure to international art buyers. Most of our members use Adobe products on a daily basis and having Adobe give back to the community in this way benefits everyone.”

-- Randy Harquail, president, Canadian Association of Photographers and Illustrators in Communications

Adobe Photographers Directory Expands its Global Reach to Include Thousands of Pro

“CV is pleased to have its members be a part of the Photographers Directory as it looks back to a long and successful partnership with Adobe. Because the directory is now available in Adobe Bridge, access to our photographers has never been quicker and will open up new business opportunities to them world-wide.”

-- *Hans Starosta, chairman, Centralverband Deutscher Berufsfotografen*

“Editorial Photographers Association (EPA) is happy to partner with Adobe by our participation in the Adobe Photographers Directory. We view it as additional way for photo editors, art directors and designers to search our membership of the top editorial photographers in the United States and look forward to a worldwide rollout that will include our members from around the globe.”

-- *Brian Smith, president, Editorial Photographers Association*

“FREELENS is excited to partner with Adobe on this initiative. With over 1,500 photo journalists, our members’ integration into the Adobe Photographers Directory allows us to provide them with an additional marketing platform and expand their business world-wide.”

-- *Lutz Fischmann, chairman, FREELENS*

“In a rapidly changing environment for creative professionals, International VR Photography Association (IVRPA) members are always looking for helpful resources. Participation in the Adobe Photographers Directory will directly benefit our members who are included in the listings. Every pro photographer knows and uses Adobe products, and we welcome the opportunity to partner with Adobe to create media today, tomorrow and beyond.”

-- *Michael Quan, president, International VR Photography Association*

“This is an important development for the future of professional photography in New Zealand. As inclusion in the directory is limited to qualified members of the New Zealand Institute of Professional Photography (NZIPP) only, this represents a huge membership benefit, and in today's climate of fierce competition, will provide a valuable marketing edge for our member photographers. Through Adobe Bridge, buyers of photography will now also have the choice of using stock library images or personalizing their photography requirements by contacting an NZIPP professional photographer. This strategic alliance with Adobe, which provides the most essential tool for today's professional photographer, is of vital importance to the NZIPP and development of the photographic industry in New Zealand.”

-- *Jason Boa, president, New Zealand Institute of Professional Photography*

Adobe Photographers Directory Expands its Global Reach to Include Thousands of Pro

“I could not be prouder that members of the Professional Aerial Photographers Association International (PAPA) have been welcomed into the Adobe Photographers Directory. PAPA’s new alliance with Adobe is an endorsement from one of the most recognizable names for the creative professional. Inclusion in the directory means that our members have been screened to meet a high criteria, so the professionals who utilize the Directory can be certain that PAPA members are professional photographers who provide not only excellent aerial photography but are part of an exclusive and trusted resource. Not only does it promote the interests of our members by creating another outlet for their work, it is an added benefit for being a member of PAPA.”

-- *Julie Belanger, president, Professional Aerial Photographers Association International*

“Professional Photographers of America (PPA) is honored to be a founding member of the Adobe Photographers Directory. Working with Adobe is important to PPA because it allows us to provide more value to our members. Creative professionals can search our membership for qualified photographers, opening new opportunities for our members to gain exposure and new clients.”

-- *Ann Monteith, president, Professional Photographers of America*

“The Professional Photographers of Canada (PPOC) is pleased to be partnering with Adobe in this exciting new venture. The Adobe Photographers Directory will undoubtedly be a valuable benefit to PPOC members and to design professionals who require quality photographic images.”

-- *Brent Edwardson, MPA, F/PPABC, president, Professional Photographers of Canada*

The Association of Professional Photographers of Spain (AFP) is excited to work with Adobe Systems on the new Photographers Directory initiative. This initiative brings new opportunities and fits AFP’s mission to be the leading Photographers Association in Spain, bringing added value to our members. We are confident this program will further strengthen the position of professional photographers in Spain.

-- *Norbert Tomas i Bilbeny, president, Association of Professional Photographers of Spain*

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