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FOR IMMEDIATE RELEASE

Adobe OpenHD Alliance Expands to Include Ten Industry-Leading Digital Media Companies

New Adobe OpenHD Certified Systems Based on Adobe Production Studio Deliver Comprehensive End-to-End Solutions for HDV, SD, and HD workflows

SAN JOSE, Calif. — Jan. 18, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the expansion of the Adobe OpenHD alliance—originally started with Dell, HP, Intel, and Microsoft—to include 10 additional partners delivering the industry’s best capture cards, graphics and video accelerators, audio tools, and data storage products. These new Adobe OpenHD alliance partners, each of whom will be included in one or more certified turnkey solutions, include AJA, AMD, Blackmagic, Bluefish, CineForm, Focusrite, Ciprico, Matrox, NVIDIA, and Rorke Data. This expansion, along with the introduction of Adobe® Production Studio (announced yesterday), has enabled the creation of seven new Adobe OpenHD turnkey solutions supporting HDV to real-time compressed and uncompressed HD, which will be available starting in February.

Adobe has worked closely with the OpenHD alliance partners, testing the all-new Adobe Production Studio with each of the specific capture cards and hardware configurations, to help ensure the highest performance and reliability. Adobe Production Studio includes new versions of Adobe After Effects® 7.0, Adobe Premiere® Pro 2.0, Adobe Audition® 2.0, Adobe Encore® DVD 2.0, and the latest versions of Adobe Photoshop® CS2 and Adobe Illustrator® CS2, with time-saving innovations such as Adobe Dynamic Link, to provide the most comprehensive software toolset for video and audio editing, motion graphics, visual effects, and DVD authoring. The combination of Adobe Production Studio and Adobe OpenHD certified systems means that creative professionals will now have access to the scalability and reliability they need to support their HDV, SD, and HD workflows.

“We’re excited to add such an impressive list of companies to the Adobe OpenHD alliance, expanding our ability to provide the most comprehensive desktop HD offerings on the market today,” said Jim Guerard, vice president of Web and Video products for Adobe. “The new turnkey HD systems provide solutions to address the needs of creatives and videographers up to the largest post production houses. With each milestone we reach and each new partner that comes aboard, the Adobe OpenHD alliance is making HD technology more affordable and accessible to a wider audience of creative professionals.”

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Adobe OpenHD was started in April 2005 by Adobe, Dell, HP, Intel and Microsoft to deliver a line of integrated, certified, Windows-based HD solutions. Through a joint certification program, these companies help ensure compatibility between hardware and software components, simplifying the purchasing process and giving customers the confidence that they are buying a validated turnkey system.

“Adobe’s OpenHD technology standard will drive mainstream HD productions with greater plug-and-play options,” said Paul Sidlo, president and founder of REZN8 Productions. “With Adobe aligning and certifying its software with leading technology partners to deliver powerful end to end solutions, it is empowering production houses such as REZN8 to tap into the true creative potential of leading-edge high definition design.”

Pricing and Availability

For details on hardware specifications, pricing and availability, please visit the Adobe OpenHD Web site at:

www.adobeopenhd.com

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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