



Press/Analyst Contacts
Stephanie Morey
Adobe Systems Incorporated
408-536-3218
smorey@adobe.com

Paul Lesinski
A&R Partners
503-293-8949
plesinski@arpartners.com

FOR IMMEDIATE RELEASE

Adobe Releases Flex 2.0 Beta Products to the Developer Community

New Addition of Flex Enterprise Services 2.0 and Free Software Development Kit Transform Rich Internet Application Development

SAN JOSE, Calif. — Feb. 1, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the public beta of Adobe® Flex™ 2.0 product line and Adobe Flash® Player 8.5, the leading application development solution for delivering rich Internet applications. Developers everywhere now will be able to build next generation Web experiences that help organizations engage users more effectively, increase productivity, and deliver better business results.

“Over the last 10 years we have used many technologies to build rich Internet applications for our clients, including DHTML-based and AJAX techniques, but we always found ourselves having to sacrifice either developer productivity or the richness of the user experience,” said Dave Wolf, vice president at Cynergy Systems. “With Flex 2.0 and Flash Player 8.5, we can finally deliver the kinds of rich applications our clients demand without compromise. That’s Web 2.0!”

The Flex 2.0 product line provides developers with a powerful and extensible application framework, intuitive programming model, standards-based data integration, and a powerful Eclipse-based integrated development environment (IDE) for application development and UI design. With an extensive component library, advanced data integration, and support for standard back-end server infrastructures, Flex 2.0 enables developers to build virtually any type of rich Internet application, from simple interactive sites, to rich data dashboards and portals, to data intensive enterprise applications.

“Adobe is committed to delivering the tools and servers that application developers need to deliver engaging rich Internet applications, from interactive product configurators to mission critical business applications,” said David Mendels, senior vice president, Enterprise and Developer Business Unit at Adobe. “The response to the public alpha release of the Flex 2.0 product line has been tremendous, and we can’t wait to see what developers will do with the new capabilities found in this release.”

Adobe Releases Flex 2.0 Beta Products to the Developer Community

The following components are part of the Flex beta program:

- Flash Player 8.5 — the latest high-performance client runtime for engaging Web experiences
- Flex Framework 2.0 — the core programming model and component library for Flex
- Flex Builder 2.0 — an Eclipse-based IDE for developing rich Internet applications with the Flex Framework
- Flex Enterprise Services 2.0 — essential data services and an open adapter architecture for delivering data-intensive rich Internet applications and deeply integrating with enterprise service-oriented infrastructure
- Flex Charting Components 2.0 — extensible components for advanced data visualization

Beta versions of the full Adobe Flex 2.0 product line and Adobe Flash Player 8.5 are available now from Adobe Labs, at <http://labs.adobe.com>.

General Availability and Pricing

The Flex 2.0 product line is expected to be commercially available in the first half of calendar year 2006. Adobe is introducing a new tiered licensing model to bring the power of Flex development within reach of every professional application developer. The Flex Framework will be made available free of charge through the Flex Software Development Kit, which will include the command line compiler and documentation required to develop, compile, and deploy Flex applications that connect to XML and SOAP web services with no additional charges or server licensing required. Flex Builder 2.0 will be sold for less than \$1,000 and will provide advanced visual design, intelligent code editing, debugging, and automated testing for delivering rich Internet applications. Flex Enterprise Services 2.0 will be free of charge for use by a limited number of concurrent users on a single, non-clustered server. Flex Enterprise Services 2.0 also will be licensed commercially on a per CPU, per project, and enterprise license basis. Final pricing and licensing for the Flex 2.0 product line will be announced when the products become commercially available.

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.

###