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FOR IMMEDIATE RELEASE

Adobe Appoints New Senior Vice President of Creative Solutions Business Unit

Former Sun Executive John Loiacono to Head Adobe's Design, Web, Imaging, Video and Audio Business

SAN JOSE, Calif. — March 16, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the appointment of John Loiacono as senior vice president, Creative Solutions. In this role, Loiacono will have responsibility for the development, delivery and marketing of Adobe's entire creative software portfolio, including flagship brands such as Adobe® Creative Suite, Macromedia® Studio®, Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®, Adobe Premiere Pro®, Macromedia Flash® Professional and Macromedia Dreamweaver®. Based at the company's headquarters in San Jose, he will report to Shantanu Narayen, Adobe's president and chief operating officer.

"As we build out the Adobe Engagement Platform, centered around PDF and Flash, our creative products ensure that the content our customers produce will look its best, whether its on the printed page, an interactive web site or a mobile phone," said Shantanu Narayen, Adobe's president and chief operating officer. "With John's leadership we will continue to innovate across the creative markets to deliver integrated suites that simplify workflows, while at the same time delighting our customers with cutting edge new product features that keep our software ahead of the competition."

Before joining Adobe, Loiacono served as executive vice president of software at Sun Microsystems with responsibility for software technologies including the Solaris operating system, Java, Java Enterprise System suites, Java developer tools and Star Office. Prior to heading Sun Software he served as senior vice president of Sun's operating platform group and previously held the position of chief marketing officer at Sun. Loiacono joined Sun in 1987 and holds a bachelor's degree in communications from Fresno State University.

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