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FOR IMMEDIATE RELEASE

Adobe Announces Immediate Availability of Adobe Flex 2

Free Entry Point Gives Developers Ultimate Flexibility for Building Next Generation Web Applications; Customers Praise Powerful New Application Development Solution

SAN JOSE, Calif. — June 28, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the availability of the Adobe® Flex™ 2 product line and Adobe Flash® Player 9 (see separate release), and introduced a new tiered licensing model to bring the power of Flex development within reach of every application developer. With powerful tools based on Eclipse™, a robust data services offering, and the introduction of the free Adobe Flex 2 Software Development Kit (SDK), Adobe is equipping developers to build a new class of rich Internet applications with improved usability and effectiveness.

Category leaders across various industries – including Boeing, Dow Jones Indexes, Samsung and SAP – have been actively using Adobe Flex software and the Flash Player to build next generation Web applications that combine the benefits of desktop software with the reach of the Web to create more valuable user experiences. “With Flex 2, we have improved the richness and usability of application interfaces available to our staff, which contributes directly to how productive we can be,” said Chris Culhane, software engineer for Sun Life Financial. “On the development side, we can develop applications twice as fast compared to developing in other environments. We write less code, the Flex applications integrate seamlessly with backend systems, and the final applications are easier to maintain.”

The Flex 2 product line provides developers with a comprehensive, integrated set of tools and technology for fast, end-to-end development of rich and innovative web applications. With the Flex 2 SDK and Flex Data Services 2 Express, a single-CPU production license that provides powerful message-based data management services, developers have everything they need to build and deploy complete rich Internet applications with no software licensing costs. For increased productivity, developers can use Flex Builder™ 2, a powerful Eclipse-based integrated development environment (IDE) that includes a library of built-in controls and services for application development and UI design. Flex Data Services 2 empowers developers to create data-intensive applications that include real time data synchronization and collaboration capabilities.

“We have always prided ourselves on being an innovative organization and will continue to explore new technologies to further evolve our online product,” said David Dean, vice president of software engineering at WeightWatchers.com. “Compared to HTML development, we can create richer, more dynamic user interfaces in Flex – in less time.”

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Additionally, Flash Player 9 provides a more secure, lightweight, and robust runtime environment for enterprise-ready rich Internet applications. Flash Player 9 offers Flex developers up to 10 times faster performance through ActionScript 3.0 and a new ActionScript Virtual Machine (AVM), making it the ideal client runtime for next generation rich Internet applications.

Adobe Flex and Flash technology also enable partners to extend their offerings. "SAP is continually working to enhance the user experience, simplify the ways in which information workers access and use business information, and enable SAP users to work within the environments and interfaces where they are most comfortable. By offering robust technology in Flex and Flash, Adobe is a key partner in these efforts," said Doug Merritt, executive vice president and general manager, Product & Technology Group, SAP AG. "We are very excited to extend the enhancements in Flash Player 9 to our xApp Analytics customers. Adobe is providing a very rich, easy-to-use and familiar interface to SAP xApp Analytics, further improving the SAP user experience while leveraging the power of SAP applications."

Pricing and Availability

The Adobe Flex 2 product line is available now in English. The Adobe Flex 2 SDK, which includes the Flex framework and command line compiler, is available free of charge. Adobe Flex Builder 2 is available for an estimated street price of US\$499. Adobe Flex Builder 2 with Charting is available for an estimated street price of US\$749. Adobe Flex Data Services 2 Express, which includes a single full production license for deploying applications on a single CPU, is available free of charge. List pricing for Adobe Flex Data Services 2 is US\$20,000 per CPU plus maintenance and support. Volume discounts and custom pricing structures for ISV/OEM customers also are available. For more information about Adobe Flex 2, including system requirements and supported platforms, please visit www.adobe.com/products/flex/.

To help developers immediately start building rich, expressive web applications, Adobe has made a variety of online and in person learning resources available through developer.adobe.com.

About Adobe Systems Incorporated

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