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FOR IMMEDIATE RELEASE

Adobe Announces Winners of 2006 MAX Awards

Awards Highlight Customer Achievements that Revolutionize Document-based Business Processes and Deliver Rich Online Experiences

ADOBE MAX 2006, LAS VEGAS — October 25, 2006 — Adobe Systems Incorporated (NASDAQ: ADBE) today announced the winners of the 2006 MAX Awards. Selected from hundreds of submissions from leading businesses and developers worldwide, the eight winners demonstrate the most innovative, groundbreaking customer projects built with Adobe solutions in the past year. Adobe is highlighting the winners at its annual customer conference, MAX 2006, where attendees also selected a people's choice winner.

“The breadth and quality of the MAX 2006 Award nominations were astounding,” said Bruce Chizen, Adobe CEO. “Our customers continue to demonstrate the unique capabilities of Adobe solutions to bring new power and flexibility to business processes and greater richness to online experiences. It’s inspiring for Adobe to work with so many industry innovators.”

One winner was selected in each of the eight 2006 MAX Award categories. The winners, by category are:

Achievement

Charter One Bank – Electronic Document Preparation and Delivery

Leveraging the reach of the Web and the power of Adobe® LiveCycle® solutions, Charter One worked with integrator Four Point Solutions to implement a system for generating legally compliant, accurate loan packets for first mortgages and lines of credit. The lengthy digital packets are delivered instantly as Adobe PDF files to loan settlement agents nationwide.

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Advertising and Branding

Volkswagen GTI Features

Most online tools for building dream cars often fail to impress customers and get them truly excited about purchasing vehicles. Creative firms Crispin, Porter + Bogusky and IQ Interactive set out to change that. In their work with Volkswagen, the firms created an engaging ad campaign and a Web site that allowed customers to configure cars, watch short films about them, receive PDF brochures with details about the customized cars, and then schedule joyrides with local dealers.

Industry Innovator

The Wharton School, University of Pennsylvania – The Wharton Course Auction

The world-renowned Wharton School at the University of Pennsylvania used Adobe Flex™ and Macromedia® ColdFusion® to develop a dynamic course registration system that enables MBA students to act as buyers and sellers who trade seats to win spots in the school's most popular courses. The powerful rich Internet application sets new standards in technology integration and reinforces Wharton's reputation as a technology and education leader.

Interactive Process Management

Verizon Wireless – Smart Flyer

Using Adobe LiveCycle solutions, Verizon automated the creation of personalized flyers that provide up-to-date information about a customer's negotiated pricing, service terms, and other details. The smart flyers are delivered as Adobe PDF files to customers, while completed and returned flyers are routed automatically to appropriate Verizon staff for processing.

Media and Entertainment

Click.TV

Click.TV is redefining how people experience video on the Web. The Click.TV interface, designed with Adobe solutions, overcomes limitations of traditional play/pause interfaces and enables users to add comments to points inside videos for easy navigation or create customized highlight reels of a video.

Mobile and Devices

Poolside Air Hockey

Popular developer The Design Assembly is setting new standards for the quality and interactivity of games delivered to mobile devices. Its most recent creation, Poolside Air Hockey, is a case in point. The engaging, 3-D air hockey game was created using Adobe solutions and includes different manga-style characters waiting to be challenged in an interactive game.

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RIA / Web Development

Dorado ChannelMaster 4

One of the newest rich Internet applications from home-lending application leader Dorado uses Adobe solutions to drive a powerful dashboard that improves mortgage application processing for lenders and borrowers. Within seconds, lending staff can update borrowers with current information, take action on missing data, request more information, submit orders for third-party services, and initiate other critical activities.

Training and Collaboration

TeachCTA

Developer MultiWeb Communications created a powerful, Web-based system that enables physicians to properly analyze CT scans to meet medical certification requirements. The dynamic system was developed using Adobe solutions and enables physicians to identify diseases, apply comments to images, and highlight lesions and other abnormalities on CT scans.

People's Choice

The People's Choice Award Winner was the Volkswagen GTI Features campaign developed by Crispin, Porter + Bogusky and IQ Interactive.

Winners and finalists for the 2006 MAX Awards were selected by a team of Adobe judges. Selection criteria included design and development, usability, application of Adobe solutions, returns to business, and effectiveness at building and extending corporate brands. The winner of the People's Choice Award was selected by Adobe MAX conference attendees. For more information on 2006 MAX Awards winners and finalists, please visit www.adobe.com/events/max/max_awards/.

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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