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FOR IMMEDIATE RELEASE

Adobe Announces Availability of Acrobat 8 Software to Rave Reviews from Customers

Organizations Including Crate & Barrel, the IRS and the Wharton School Test Software for Communication and Collaboration Processes Beyond Simple PDF Creation

SAN JOSE, Calif. — Nov. 2, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® Acrobat® 8 software amid an enthusiastic early reception from knowledge workers worldwide who for months have tested and provided feedback to help the company fine tune the product line. The new Acrobat 8 provides business professionals with innovative tools for communicating and collaborating with confidence across the boundaries of operating systems, applications and firewalls. With Acrobat 8, users can now more effectively engage with the rich, high-value information in PDF documents and forms, and more reliably and securely drive their work to completion leveraging the ubiquitous, free Adobe Reader® software.

Acrobat 8 builds on Adobe's heritage in the digital documents business, and unveils a truly comprehensive set of capabilities for working with PDF documents within a sleek, modern user experience. The product line introduces several major innovations for professionals in a wide variety of areas, such as architecture, engineering and construction (AEC), IT, legal, marketing, manufacturing, and publishing. Moving far beyond simple PDF creation, industry leaders like Caterpillar Inc., Eaton Corporation, the Internal Revenue Service, Quebecor World Inc., and others are testing Acrobat 8 to improve communication and collaboration inside and outside their organizations.

“Design and construction processes are notorious for being inefficient and paper-intensive,” said John Moebes, director of Construction, Crate & Barrel. “With building costs growing at about 10 percent annually, we need tools like Acrobat 8 and PDF that act as force multipliers, enabling one person to do a job that previously might require several people. For instance, with advances in Acrobat 8, many design and construction documents can now be combined into a single, more secure PDF package and delivered in seconds nationwide to project teams that can review, comment on and digitally sign materials simply using Adobe Reader.”

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Other innovative organizations are realizing equally impressive benefits, leveraging the versatility of Acrobat and PDF to implement solutions tailored to their specific business needs. Successful law firms like Dallas-based Cowles & Thompson and The Veen Firm of San Francisco rely daily on Acrobat to streamline capturing, reviewing and assembling case documents, while students at the world-renowned Wharton School of the University of Pennsylvania now collaborate more easily with each other and faculty using PDF documents. For creative services providers, including industry leader Capps, Acrobat is especially vital, accelerating design review cycles and helping ensure more reliable printing.

Adobe today also announced the immediate availability of a free trial of the Adobe Acrobat® Connect™ hosted service, the first web conferencing and collaboration solution to offer “always-on” personal meeting rooms. Acrobat Connect enables knowledge workers to instantly connect online with nothing more than a web browser and the ubiquitous Adobe Flash® Player software. Together with Acrobat 8, the newly expanded Acrobat family accelerates the flow of business by allowing people to easily work together in real-time.

The Acrobat family consists of Acrobat 8 Professional, Acrobat 8 Standard, Acrobat 8 Elements, Acrobat 3D Version 8, Acrobat Connect, and Acrobat Connect Professional.

Pricing and Availability

Acrobat 8 Professional for Microsoft® Windows® and Mac OS X, and Acrobat 8 Standard for Windows, are immediately available in English, French, German, and Japanese language versions. The Mac OS X version of Acrobat 8 Professional is a Universal Binary that will install on Intel® and PowerPC® based Macintosh systems. Acrobat 8 Professional is available for an estimated street price of US\$449, and registered users of qualifying earlier versions of Acrobat¹ can upgrade to Acrobat 8 Professional for an estimated street price of US\$159. Acrobat 8 Standard is available for an estimated street price of US\$299, and registered users of qualifying earlier versions of Acrobat² can upgrade to Acrobat 8 Standard for an estimated street price of US\$99. Additionally, Adobe Reader 8 is expected to be available in early December 2006.

The Acrobat Connect hosted service is immediately available as a free trial through the end of the current calendar year. The trial can be accessed via the “Start Meeting” button in Acrobat 8 and Adobe Reader 8, and directly at www.adobe.com/products/acrobatconnect. The commercial release of Acrobat Connect, initially in English, is expected to be available in January 2007 for a subscription price of US\$39 per month, or US\$395 per year per personal meeting room.

Adobe Creative Suite® 2.3 Premium software, which includes Acrobat 8 Professional and also bundles Dreamweaver® 8 software, is expected to be available on Nov. 8, 2006.

More information on the Acrobat family, including Acrobat 3D Version 8, Acrobat 8 Elements, and Acrobat Connect Professional, is available online at www.adobe.com/acrobat/. Customers in North America can also call 1-800-833-6687.

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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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1 Acrobat 5.0, Acrobat 6.0 Standard, Acrobat 6.0 Professional, Acrobat 7.0 Standard, Acrobat 7.0 Professional

2 Acrobat 5.0, Acrobat 6.0 Standard, Acrobat 7.0 Standard