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FOR IMMEDIATE RELEASE

Adobe Wins Emmy Award For Flash Video

Award Recognizes Flash Video's Role in Bringing Popular Television Shows Online

SAN JOSE, Calif. — Nov. 2, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) has won a Technical and Engineering Emmy® Award from the National Academy of Television Arts and Sciences for its Flash® Video technology, in recognition of the software's pivotal role in bringing television content to the Internet. The award for Streaming Media Architecture & Components was announced today by the National Academy of Television and will be formally delivered to Adobe at a ceremony held during the CES trade show, January 2007 in Las Vegas.

Today, television shows like *Lost*, *Desperate Housewives*, *Grey's Anatomy* and *Friday Night Lights* are being delivered online thanks to Flash Video, while the technology also powers the video capabilities of social networking sites such as YouTube and MySpace.

“Flash Video is fundamentally changing the role of video on the Internet, and this prestigious award is further proof of this technology's profound impact on how broadcasters deliver their content,” said Shantanu Narayen, president and chief operating officer at Adobe. “ABC and NBC and pop culture phenomena like YouTube and MySpace are relying on Adobe technologies to reach new audiences. Winning this Emmy is deserved recognition for our engineering teams and Adobe's continued commitment to innovation in dynamic media.”

With Flash Video technology, users can view high-quality, interactive video online as a truly seamless, instant-on web video experience. Flash Video is delivered via Adobe® Flash® Player, allowing content publishers to reach the largest possible audience on the web and to deploy consistent, high-impact online video across all major platforms and browsers, while lowering the costs of development, quality assurance, and support. Adobe Flash Player is installed on over 700 million Internet-connected desktops and mobile devices. Flash Video works with Flash® Media Server 2 to give organizations a scalable and secure way to stream video content, and partnerships with leading content delivery network providers – Akamai, Limelight, and VitalStream – to create the foundation for delivering web video and rich media applications to the widest possible audience on the Internet.

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The Technology & Engineering Emmy Awards honor achievements in two areas: Science Engineering & Technology for Broadcast Television, which includes broadcast, cable and satellite distribution and Broadband and Personal Television encompassing interactive television, gaming technology, the Internet, cell phone, private networks, and personal media players. A blue ribbon panel of industry professionals reviews and recommends technologies and potential awardees.

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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