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FOR IMMEDIATE RELEASE

Adobe Brings Video Editing Tools Online

Photobucket Relationship Highlights Strategy of Delivering Simple, High-Impact Creative Software to Millions

SAN JOSE, Calif. — Feb. 21, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) is pioneering a new way to deliver its industry leading creative software technologies online, with the launch of its web-based video remix and editing technology. Today, Adobe and Photobucket announced a partnership to integrate Adobe web-based video remix and editing technology directly into the Photobucket user experience, giving 35 million Photobucket users direct, free access to world-class digital video editing tools. The agreement marks a new stage in Adobe's delivery of its renowned video software technologies that today underpin flagship products such as Adobe® Premiere® Elements and Adobe Premiere Pro.

The company expects to announce more partnerships with Internet companies and media properties over the coming months. These free services are expected to be driven by advertising revenue - and by offering customers simple upgrade paths to Adobe Premiere Elements and Adobe Photoshop® Elements software, both market leaders in the home digital video and photo editing space.

“Making Photobucket ‘Adobe powered’ with web-based video remix and editing technology will radically change the user experience for millions of Photobucket devotees and also up-level the quality and variety of content being distributed by this passionate community,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “We aim to simplify the powerful editing and compositing capabilities that make Adobe software the undisputed creative leader, so that anyone can post eye-catching compositions online.”

Today's agreement with Photobucket points the way to the kind of future partnerships and breakthrough user experiences Adobe anticipates. Adobe's web-based video remix and editing technology is an easy-to-use video editor that allows consumers the creative freedom to infuse personality and dramatic impact into their stories before releasing them to a broader online audience. Users can drag and drop music, effects, transitions and titles to videos, as well as reorder, trim and split clips.

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Delivered as a lightweight Adobe Flash® application and built using Adobe Flex™ software, Adobe web-based video remix and editing technology is accessible to the more than 700 million personal computers that today support Adobe Flash Player software. Adobe's web-based video remix and editing technology launches directly in the browser on Photobucket's web site, with no time-consuming downloads or platform compatibility questions to deter users from uploading and editing their videos. The new video editing capabilities in Photobucket are initially available via limited public beta to Photobucket Pro users, and will be available for free to Photobucket's entire user base of 35 million members by early March 2007.

About Adobe Systems Incorporated

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