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FOR IMMEDIATE RELEASE

Adobe CEO to Address Association of American Publishers

On-stage Q&A to highlight the future of publishing in the Internet era

SAN JOSE, Calif. — March 5, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that Adobe Chief Executive Officer Bruce Chizen will be featured in an on-stage Q&A on the future of publishing at the annual meeting of the Association of American Publishers (AAP) in New York. Chizen will be interviewed by incoming AAP Chairman Richard Sarnoff, executive vice president of Random House, Inc. The session, titled “Publishing in the MySpace Era,” will spotlight critical issues for publishers and the need to master new business models that take advantage of the changing digital landscape.

The Q&A will be held Tues., March 6 at 10:25 a.m. Eastern at the Yale Club, 50 Vanderbilt Avenue, Grand Ballroom 20, New York. To register as a member of the press for this event, contact Deidre Huntington at dhuntington@publishers.org.

“The Internet has fundamentally changed the publishing industry, as well as consumer behaviors and expectations, by creating a seismic shift in the demand for community, immediacy and richness of content,” said Chizen. “This represents a significant opportunity for publishers to build on existing businesses and engage consumers with new kinds of content and experiences delivered across multiple channels.”

Adobe enables publishers to bridge the worlds of traditional print and digital publishing. The company addresses the changing needs of the publishing and media industries with a wide range of products and solutions to create, manage and deliver engaging content and experiences across different media types, including print, Web, video, TV, and film.

The AAP is the national trade association of the U.S. book publishing industry. AAP’s more than 300 members include most of the major commercial publishers in the United States, as well as smaller and non-profit publishers, university presses and scholarly societies.

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