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FOR IMMEDIATE RELEASE

Adobe Creative Suite 3 Production Premium Wins in Broadcasting

New Adobe Video Tools Selected for Creative Desktop Initiative

SAN JOSE, Calif. and LAS VEGAS — April 16, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that the BBC, through its technology partner Siemens, has selected Adobe® Creative Suite® 3 Production Premium as its preferred solution for PC-based non-linear editing and post-production. Production Premium CS3 is Adobe's complete integrated post-production solution for video, audio, graphics and Web publishing that will be used to edit and deliver content across the Corporation's broadcast channels and Web sites.

The move will support the BBC's Creative Desktop Initiative, in which the BBC aims to standardize on leading tools in an effort to improve workflow efficiency, create a tapeless environment and reduce costs. Beginning in April 2007, it will start rolling out Adobe Premiere® Pro CS2 to PC users within the organization, allowing them to take advantage of the powerful non-linear editing tool. The organization will move to Production Premium CS3 in summer 2007 when the solution ships.

Adobe Creative Suite 3 Production Premium will be demonstrated during the NAB 2007 Conference and Exhibition at The Las Vegas Convention Center in Las Vegas, April 16 - 19 (Booth SL 3220).

“Adobe's Creative Suite 3 Production Premium capture-to-delivery workflow makes it easier for broadcasters to create and distribute dynamic content across virtually every medium,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “We are delighted to be working with the BBC, a storied broadcaster with a worldwide reach and reputation. This milestone project will help the Corporation's creative staff reach new audiences as they continue to deliver programs that inspire, educate and inform millions in UK and around the world.”

Adobe Creative Suite 3 Production Premium covers the full post-production workflow with its integrated components, including Adobe After Effects® CS3 Professional, Adobe Premiere® Pro CS3, Adobe Encore® CS3, Adobe Photoshop® CS3 Extended, Adobe Illustrator® CS3, Adobe Flash® CS3 Professional, Adobe Soundbooth™, and Adobe Dynamic Link. Adobe Creative Suite 3 Production Premium also includes Adobe OnLocation™ CS3 for direct-to-disk recording and monitoring, and Adobe Ultra® CS3 software for chroma keying.

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The BBC will implement a phased approach over the coming year, with an expected initial deployment of 150 workstations.

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