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FOR IMMEDIATE RELEASE

Industry Hails Adobe Creative Suite 3

Adobe's Largest Ever Software Release Powers Creative Industry Worldwide

SAN JOSE, Calif. — April 16, 2007 — Adobe Systems Incorporated (Nasdaq: ADBE) today announced the availability of Adobe® Creative Suite® 3 Design and Web Editions (see separate press release), with major industry players praising Adobe's expanded and revolutionary creative software line-up. Apple, HP, Intel, Nokia, and Xerox join AIGA, the professional association for design, in welcoming Adobe Creative Suite 3.

A customer-inspired release, Adobe Creative Suite 3 presents an unprecedented variety of integrated configurations and stand-alone products, with comprehensive support for the most cutting-edge workflows for any design discipline. The Adobe Creative Suite 3 family empowers designers worldwide to anticipate customer needs, maintain competitive advantage, and venture in new directions to fulfill their creative vision.

“Design is more critical than ever as a means of channeling creativity to create value and innovation for business. The opportunity and challenges for design are now being driven by businesses’ needs for continuous innovation,” said Richard Grefé, executive director of AIGA. “With Adobe Creative Suite 3, Adobe has risen to the challenge as a partner of the creative community, listening, observing and anticipating the needs of the design professional in moving communication into new media, into motion, into multi-dimensional realms with clarity, impact and effectiveness.”

“The next generation of creative tools that our customers have been eagerly anticipating are here with the new Adobe Creative Suite 3 running on powerful Intel-based Apple Macs,” said Philip Schiller, Apple's senior vice president of Worldwide Product Marketing. “We can't wait to see the amazing projects that our customers will create with these latest technologies from Adobe and Apple.”

“HP welcomed the opportunity to work with Adobe to co-develop the enhanced printing capabilities of Photoshop CS3, as well as to certify HP workstations to run the new applications,” said Stephen Nigro, senior vice president, Graphics and Imaging Business, HP. “The new printing interface and power-intensive workstation capabilities make it easier for creative professionals to achieve seamless and predictable results print after print.”

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“Intel and Adobe have been working closely together to optimize Creative Suite 3 for multi-core platforms,” said Renee James, Intel vice president and General Manager of Intel Software and Solutions Group. “With the Intel® Core™2 Duo processor family maximizing application performance, Creative Suite 3 users will be able to be more productive and do more with a greatly improved creative experience.”

“Nokia has been leading the charge to making the Internet mobile,” said Lee Epting, vice president Forum Nokia, Nokia's global developer program. “And now with the deployment of Adobe Creative Suite 3, we're excited about jointly bringing new possibilities to a whole new pool of creative professionals designing content for mobile devices.”

“Partnerships between print providers and creative services professionals continue to blossom, fueled in large part by increased collaboration and integration between industry leaders like Xerox and Adobe,” said Quincy Allen, president, Xerox Production Systems Group. “Pairing powerful design and personalization software from such industry leaders as Adobe and XMPie, with innovative full-color digital printing technology from Xerox, brings to life the cross-media campaigns that elevate today's progressive creative professionals and vanguard print services providers above their competition, and grow revenue for their clients.”

Pricing and Availability

Adobe Creative Suite 3 Design Premium, Design Standard, Web Premium, and Web Standard are immediately available to customers in the United States and Canada, and are available through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/go/gn_store. Estimated street price for the Adobe Creative Suite 3 Design Premium edition is US\$1799, US\$1199 for Creative Suite 3 Design Standard edition, US\$1599 for Creative Suite 3 Web Premium and US\$999 for Adobe Creative Suite 3 Web Standard. Adobe Creative Suite 3 Production Premium and Adobe Creative Suite 3 Master Collection will begin shipping in the third quarter of 2007. There are numerous upgrade paths available for Adobe customers. For more detailed information about features, upgrade policies, pricing, and international versions please visit: www.adobe.com/go/creativesuite.

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