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FOR IMMEDIATE RELEASE

Adobe Ships Creative Suite 3

Adobe Photoshop CS3 and Flagship Creative Applications Also Available

SAN JOSE, Calif. — April 16, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of the highly-anticipated Adobe® Creative Suite® 3 Design Premium and Standard editions and Adobe Creative Suite 3 Web Premium and Standard editions. This revolutionary release of brand-new, tightly integrated, design and development software unites the best of Adobe and former Macromedia® product innovation to provide designers and developers worldwide with a broad spectrum of creative options.

Also available for purchase today are new versions of the following stand alone Adobe creative applications: Adobe Photoshop® CS3, Adobe Photoshop CS3 Extended, Adobe InDesign® CS3, Adobe Illustrator® CS3, Adobe Flash® CS3 Professional, Adobe Dreamweaver® CS3, Adobe Fireworks® CS3, and Adobe Contribute® CS3. These new Adobe CS3 applications and Adobe Creative Suite 3 editions are available as Universal applications for both PowerPC® and Intel-based Macs and support both Microsoft® Windows® XP and Windows Vista™. Customers will experience increased levels of performance and speed running Creative Suite 3 natively on Intel-based Macintosh systems and the latest Windows hardware.

The expanded Creative Suite 3 family also includes Adobe Creative Suite 3 Production Premium, a complete integrated post-production solution for video and rich media professionals, and Adobe Creative Suite 3 Master Collection, which combines all of Adobe's new CS3 design and development applications in a single box—the most comprehensive creative environment ever delivered. Both of these Creative Suite editions are expected to ship in the third quarter of 2007.

Fully Integrated Design Toolkit Powers Creativity

Adobe Creative Suite 3 Design Premium delivers an essential, highly-efficient toolkit for print, web, interactive, and mobile design. The software integrates new releases of InDesign CS3, Photoshop CS3 Extended, Illustrator CS3, Flash CS3 Professional, Dreamweaver CS3, and Acrobat® 8 Professional for creating compelling publications, websites, rich interactive experiences, and engaging content. Also available today is Adobe Creative Suite 3 Design Standard software for designers and print service providers focusing on professional design and print production.

Adobe Ships Creative Suite 3

With Adobe Creative Suite 3 Design Premium, users can experiment with, save, and apply color combinations quickly and intuitively using the new Live Color feature in Illustrator; perform image editing tasks such as selecting image areas, compositing images, and applying filters faster and more flexibly with Photoshop CS3 Extended; master Flash more easily thanks to its new Adobe-standard user interface; and repurpose print content on the web by exporting InDesign CS3 documents as XHTML and the modifying them in Dreamweaver CS3 using CSS.

Innovative Web Design and Development Tools Maximize Productivity

Adobe Creative Suite 3 Web Premium edition is a comprehensive suite that combines the essential tools for web and interactive design and development including the new versions of Adobe Dreamweaver CS3, Adobe Flash CS3 Professional, Adobe Fireworks CS3, Adobe Contribute CS3 – along with major releases of key design tools such as Adobe Photoshop CS3 Extended, Adobe Illustrator CS3, and Adobe Acrobat 8 Professional. Adobe Creative Suite 3 Web Standard edition is also available today to serve the professional designer and developer focused on design, development, and website maintenance.

Loaded with new and innovative features, Creative Suite 3 Web editions offer users faster, more productive workflows across the applications. Now, for the first time, web professionals can import native Photoshop and Illustrator files directly into Flash and Fireworks with full fidelity. Users can also create consistent experiences across all browsers, operating systems, and a range of mobile and handheld devices with the new Spry Framework for AJAX, a pre-built, cross-browser compatible library of widgets and effects that make it faster and easier to build rich, interactive websites. Fireworks CS3 boasts new workflows for rapidly prototyping RIA layouts for websites and web applications, intelligent Photoshop and Illustrator integration, and a library of common and customizable graphics assets.

New and Enhanced Integration Technologies Boost Performance

Both the Creative Suite 3 Design and Web editions include Adobe Device Central CS3, designed to boost the productivity of creative professionals developing content for mobile handsets with essential tools to design, emulate and test content across a wide range of mobile device and handheld frameworks. These editions also incorporate an updated version of Adobe Bridge CS3, the hub of Adobe Creative Suite, which provides instant access to Version Cue® CS3, Acrobat Connect™ and an expanded Adobe Stock Photos service.

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. 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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