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FOR IMMEDIATE RELEASE

Adobe Delivers New Document Generation Solutions

LiveCycle ES streamlines personalized customer communications

SAN JOSE, Calif. — June 25, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced new document generation solutions in Adobe® LiveCycle® Enterprise Suite (ES) software. Building on the company's leadership in interactive form processes, LiveCycle ES enables organizations to adopt a common design environment for document production and distribution that spans interactive, on-demand, and batch generation requirements.

The new document generation solutions, Adobe LiveCycle Production Print ES and LiveCycle Output ES, merge enterprise data with LiveCycle Designer ES templates to deliver personalized documents that engage, invite, and inform. LiveCycle Production Print ES addresses high-volume and production output requirements, while LiveCycle Output ES is best suited for on-demand or medium-volume applications. With these new capabilities, LiveCycle ES integrates document generation with electronic forms, process management, and document security to build business processes that extend from the initial request to the final archived document.

“We see an increasing need among enterprises for personalized communications based on a single view of the customer,” said Riley McNulty, Research Manager with IDC's Document Solutions service. “Companies can benefit from a toolset that automates the document workflow from creation and production to delivery. By combining interactive tools with production output, Adobe's solution provides a unified workflow infrastructure - rare in today's world - that will enable companies to take advantage of personalized customer communications and transaction-based marketing opportunities.”

LiveCycle Production Print ES, the result of a collaboration between Adobe and StreamServe™ (see StreamServe announcement on April 16, 2007), integrates LiveCycle Designer software with an updated version of StreamServe's Persuasion software to streamline the production of documents such as bank statements and stock price notifications. The new Adobe solution offers the ability to deliver high volumes for both single jobs and complex document packages. It also supports AFP, PostScript®, PCL, and PDF formats and adds advanced post-processing capabilities such as document collection, document sorting, and imposition with e-stapling. Additionally, LiveCycle Production Print ES enables Optical Mark Recognition (OMR) to enhance mail room efficiencies.

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LiveCycle Output ES enables organizations to generate, assemble, and deliver personalized documents in print or electronic formats such as contracts, welcome packages, or shipping labels. Document packages can be customized by combining newly generated PDF files with existing files from document repositories. Furthermore, LiveCycle Output ES converts PDF to PostScript or image file formats and automatically routes them to support unattended printing or archiving operations.

“We’re excited to collaborate with StreamServe to extend LiveCycle ES and empower customers with the ability to deliver personalized information at every step in the business process,” said David Mendels, senior vice president at Adobe. “Enhancing dynamic, high-volume document generation in LiveCycle represents another milestone in our commitment to offer enterprise solutions that give our customers a strategic advantage when creating business communications.”

Pricing and Availability

LiveCycle Production Print ES is available in limited release today, with general availability expected in Fall 2007. Adobe LiveCycle Output ES is expected to be available in July 2007. Adobe’s existing document generation product line, the Adobe Central Output Server family, will continue to be available. Central Output software customers who wish to take advantage of the LiveCycle environment will be eligible to trade up to LiveCycle Output ES. For additional information, please go to: www.adobe.com/products/livecycle.

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