



Press/Analyst Contacts

Cari Gushiken
Adobe Systems Incorporated
408-536-6392
cgushike@adobe.com

Natalia Sandin
A&R Edelman
502-429-0930
nsandin@ar-edelman.com

FOR IMMEDIATE RELEASE

Produce Home Movies in Minutes With All-New Adobe Premiere Elements

Best-Selling Consumer Video Software Makes it Easy to Deliver High-Impact Stories

SAN JOSE, Calif. — September 24, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® Premiere® Elements 4, a major upgrade to the best-selling consumer video-editing software. Available for Windows®, Adobe Premiere Elements software offers easy and flexible ways to create home movies with amazing video and audio effects in just minutes, and then share them on DVDs, via mobile devices or upload them directly to YouTube and other social networking sites. Adobe Premiere Elements includes a wealth of new functionality, including an Organizer to help find and sort video clips, one-click movie themes and an improved easy-to-use interface.

In addition, Adobe today announced Adobe Photoshop® Elements 6 software, a complete photo-editing solution (see separate press release). Available separately or together in a single retail package, Photoshop Elements & Adobe Premiere Elements give photo and video enthusiasts more creative ways to organize, edit, create and share digital photos and home movies.

“Social networking sites inspired a heightened interest in creating and sharing videos,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “Video editing is a part of that process and users demand ease, speed and the ability to make professional-quality movies that grab the attention of viewers. With the ability to upload movies to the Web in Adobe Flash® Player compatible video, the ‘YouTube ready’ format, Premiere Elements’ new user experience does all the heavy lifting, with templates and drag-and-drop effects that will leave a lasting impact.”

Create Movies with Amazing Style and Effects

Adobe Premiere Elements 4 includes new features for creating rich movies in just minutes. Tight integration with Photoshop Elements and a shared Organizer, with a common database accessible from either application, allow users to sort video clips and still photos - with visual tagging options for categorizing by people, places, or events. Once the clips are chosen, consumers can apply event- or style-based movie themes to turn a sequence of scenes into a polished movie in just a few clicks. Background music and sound effects help underscore emotion, add emphasis, or create a

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mood. The new Audio Mixer works just like a mixing board in a recording studio, allowing the adjustment of relative volumes with sliders so audio can still be heard if and when desired. Adobe Premiere Elements automatically detects the tempo of the musical soundtrack and syncs the beginning and end of each scene with the beats for more dynamic slideshows and engaging movies. All of these new features are available within a clean, easy-to-use, updated interface for creating a polished movie fast.

Share Your Movies Virtually Anywhere

The new Sharing Center centralizes many ways to show off videos. Consumers can upload and share videos in multiple ways including on disc, the Web, and mobile devices such as the Apple iPhone. Videos can be exported in Adobe Flash Player compatible video to Web sites without requiring any special encoding. Video enthusiasts can also take advantage of the latest technology and enjoy movies in high definition, including Blu-ray Disc. Adobe Premiere Elements 4 takes care of optimizing and formatting for the specific destination so movies always look great.

Adobe Offers Complete Line of Products for Every Level

Adobe offers video products that meet the needs of every individual: Adobe Premiere Elements for the video enthusiast who wants to create a movie in just 15 minutes and Adobe Premiere Pro for the professional or advanced amateur videographer. Adobe is also pioneering new ways to deliver its industry leading video technologies with Premiere Express, a video remix and editing tool available on popular Web sites such as MTV.com, Photobucket and YouTube.

Pricing and Availability

Adobe's digital imaging and digital video products are available immediately at www.adobe.com and online retailers including, Amazon.com. The products will also be available at Best Buy, Staples, Costco, Fry's, Circuit City, Office Max, Office Depot, Microcenter, J&R, Buy.com and NewEgg.com. Adobe Photoshop Elements 6 and Adobe Premiere Elements 4 for Windows are available separately for an estimated street price of US\$99.99 each. Adobe Photoshop Elements 6 & Adobe Premiere Elements 4 for Windows is available as a bundle at an estimated street price of US\$149.99. Photoshop Elements 6 for the Macintosh platform will be available in early 2008. Information about the other language versions, as well as pricing, upgrade and support policies for other countries is available on www.adobe.com/go/pre4. For more information, customers can call 1-800-492-3623.

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Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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