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**FOR IMMEDIATE RELEASE**

## **New Photoshop Elements Packs Powerful Editing Punch**

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### **No. 1 Selling Consumer Photo Software Offers Fun, Unique Ways to Capture Stories**

**SAN JOSE, Calif. — Sept. 24, 2007** —Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® Photoshop® Elements 6 software, a major upgrade to the No. 1 selling consumer photo-editing software\*. Available for Windows®, Photoshop Elements combines power and simplicity for consumers to find, view and easily infuse creativity and personality into their photos. This landmark release helps consumers at all experience levels achieve outstanding results and provides interactive options for sharing unique creations via print and Web.

In addition, Adobe today announced Adobe Premiere® Elements 4 software, a complete home video-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.

“Photoshop Elements is the one-stop-shop for consumers to go faster and farther with their photos,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “We’re helping people flex their editing muscle, without breaking a sweat. We’ve redesigned the user experience to more prominently showcase photos, direct consumers to features that help turn photos from good to great in just seconds and inject a dynamic element into their creations.”

### **Make Photos Look Their Best**

Photoshop Elements software helps enthusiasts achieve desired results quickly and easily. New Photomerge® technology helps address the challenge of capturing the perfect group photo by combining the best facial expressions and body language from a series of shots to create a single cohesive group shot. The new Quick Selection Tool reduces a once time-consuming select-and-adjust task to a single click. Photographers at all grades – beginner to expert – can choose from one of three edit modes, each geared toward a different experience level. A new Guided Edit mode helps walk users through the steps of improving a photo. Photoshop Elements 6 streamlines editing with clean, uncluttered screens that draw focus to where it belongs, with new tabs providing simple access to the many capabilities of the program. Tight integration with Adobe Premiere Elements and a shared Organizer, with a common database

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accessible from either application, allow users to do more with their photos and videos with speedy performance and easy import, tagging and retrieval tasks. Additional enhancements include an improved conversion tool that dramatically converts color images into elegant, nuanced black-and-whites.

### **Share Photos In Fun, Unique Ways**

Photoshop Elements 6 offers users more creative sharing possibilities, including online galleries based on Adobe Flash® which provide an interactive experience for friends and family to enjoy. With a variety of settings and themes, these galleries can be easily accessed via the Web and help bring moments and memories to life. Animated slideshows, e-mail and printed creations available in Photoshop Elements such as photo books, scrapbook pages, cards and CD/DVD labels deliver high-impact sharing options, and also require no previous experience.

### **Pricing and Availability**

Adobe's digital imaging and digital video products are available immediately at [www.adobe.com](http://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. Photoshop Elements 6 and Adobe Premiere Elements 4 for Windows are available separately for an estimated street price of US\$99.99 each. Photoshop Elements for the Macintosh platform is expected in early 2008. Adobe Photoshop Elements 6 & Adobe Premiere Elements 4 for Windows is available as a bundle at an estimated street price of US\$149.99. Information about the other language versions, as well as pricing, upgrade and support policies for other countries is available on [www.adobe.com/go/pse6](http://www.adobe.com/go/pse6). For more information, customers can call 1-800-492-3623.

\*Source: The NPD Group (April 2002 to March 2007) based on units sold.

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