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FOR IMMEDIATE RELEASE

Industry Leaders Showcase New Applications Built on Adobe AIR at MAX 2007

Top Companies in Business Services, Finance, Media, Retail and Travel Embrace Adobe AIR

ADOBE MAX 2007, CHICAGO — October 1, 2007 — Adobe Systems Incorporated (Nasdaq: ADBE) today announced at the Adobe MAX 2007 conference that leading companies spanning multiple industries will showcase applications built on Adobe® AIR™ software, a cross-operating system application runtime that enables developers to use Web technologies to extend rich Internet applications (RIAs) to the desktop. AOL, The Nasdaq Stock Market, Inc., QVC, SAP AG and others will demonstrate new applications built on Adobe AIR that expand how users engage with information, and create new ways to build persistent, effective connections with their customers.

“We’re thrilled to see that Adobe AIR is gaining widespread momentum across a variety of industries and customers,” said John Brennan, senior vice president, Platform Business Unit at Adobe. “Applications built on Adobe AIR combine the flexibility of the Web with the power of the desktop, which enables companies developing applications on Adobe AIR to better engage with their customers, partners and employees.”

New applications built on Adobe AIR that will be showcased at MAX 2007 include those from Anthropologie, AOL, Business Objects, eBay, The Nasdaq Stock Market, Inc., Nickelodeon’s Nick.com, PayPal, Philips Lighting, QVC, salesforce.com, SAP, and Yahoo!. These applications highlight the extensive functionality that Adobe AIR can support, including full-featured e-commerce and retail experiences, immersive audio and video, powerful enterprise functionality and innovative games.

At Adobe MAX 2007, AOL will debut its new Top 100 Music Videos application built on Adobe AIR. The desktop application gives users the ability to browse and play the top 100 music videos from AOL Music, search for more artists and view related artist content. The application also takes advantage of local system resources enabling features such as integrated bookmarking, personalization and sharing.

“We are continuously working to bring Internet users the most engaging experiences possible through AOL products and content,” said Sun Sachs, Director of Key Experiences at AOL. “Our new desktop music application, utilizing

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Adobe AIR, allows us to deepen our connections with music fans by offering a cutting-edge video experience that is seamless, intuitive and flexible.”

QVC will showcase an Adobe Scene7® OnDemand application built on Adobe AIR that will extend the QVC shopping experience to customers’ desktops. QVC programming, including videos and live interaction, will stream straight to customers online, who will be able to purchase products, interact with hosts and view shopping programs 24/7 via the Adobe Scene7 OnDemand application built on Adobe AIR.

“The new Adobe Scene7 OnDemand application built on Adobe AIR will bring interactive television to our viewers through the Web,” said Bob Myers, SVP at QVC.com. “We will be able to engage with our Internet customers through a consistent and branded experience both online and offline right on their desktops. The Adobe Scene7 OnDemand application built on Adobe AIR will give our customers the high-quality, interactive QVC shopping experience they have come to expect with a new level of convenience.”

SAP will demonstrate a proof-of-concept version of the SAP® xApp™ Spend Analytics (SAP xSA) package, an SAP application to be deployed on Adobe AIR. The new SAP xSA showcases retail-quality usability in a Web 2.0-style analytic application that will enable companies to measure and analyze their spending patterns. Running off a business user’s desktop, the application will allow customized report views and data drill downs without requiring specific business intelligence queries to be set up. The application user interface is being developed with Adobe Flex™ software and the first version is available in private beta now.

“Adobe AIR represents the next stage in the evolution of user experiences,” said Roman Bukary, vice president, Business Development and Strategic Accounts of the Global Ecosystem and Partner Group, SAP Labs, LLC. “No longer constrained to either the browser or a ‘fat’ application, Adobe AIR combines the best of both worlds. The SAP xSA proof-of-concept deployment demonstrates how SAP business users will be able to leverage AIR-deployed applications anywhere, anytime, whether connected or disconnected from the network.”

Also today, eBay is launching the public beta version of eBay Desktop, formerly project San Dimas, an immersive Adobe AIR application that creates a persistent connection with eBay customers. For more information, visit desktop.ebay.com.

For more information about applications built on Adobe AIR, visit www.adobe.com/go/airshowcase.

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