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**FOR IMMEDIATE RELEASE**

## **Adobe Names Kevin Lynch Chief Technology Officer**

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### **Promotion Marks Increasing Significance of Rich Internet Applications across Adobe's Business**

**SAN JOSE, Calif. — Feb. 5, 2008** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the promotion of Kevin Lynch to chief technology officer (CTO). In this new position, Lynch will oversee Adobe's experience design and core technology across business units. As part of this role Lynch will continue to drive Adobe's technology platform for designers and developers, which includes Adobe® Flash® Player, Adobe Flex®, and Adobe AIR™, the new cross-operating system application runtime that bridges the computing power and data capabilities of the desktop with the real-time dynamic capabilities of the Web.

“Kevin has made a tremendous impact expanding our technology vision during his time at Adobe,” said Shantanu Narayen, Adobe president and CEO. “Adobe has transformed itself through several technology waves, from desktop publishing, to multimedia and to the Web. Kevin's insights and passion for rich Internet applications, and what they signify for the future of software across operating systems and devices, will help enable the next generation of innovation for our customers.”

Lynch joined Adobe as part of the company's 2005 acquisition of Macromedia. As Adobe's senior vice president and chief software architect, he has led the Platform Business Unit, which is focused on advancing the company's software platform for the creation and delivery of engaging applications and content to any desktop or device. Lynch has also overseen Adobe's developer relations, including the integration of customers and partners in the development process through Adobe Labs and customer advisory councils.

While at Macromedia, Lynch served in a variety of roles including chief software architect and president of products. Lynch led the initial development of Macromedia® Dreamweaver®, a leading Web development product, and led the transformation of Flash Player from primarily animations to a rich Internet application and dynamic media runtime, which now reaches over 98 percent of computers worldwide across the Web. Prior to Macromedia, Lynch worked at three startups including General Magic and Frame Technology.

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Lynch holds three patents with others currently pending, and he is involved in Adobe's international standards efforts with organizations such as the W3C, ECMA and ISO. Lynch studied interactive computer graphics at the University of Illinois, working with artists and engineers in the Electronic Visualization Laboratory.

**About Adobe Systems Incorporated**

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