



Press/Analyst Contacts
Stefan Offermann
Adobe Systems Incorporated
408-536-4023
sofferma@adobe.com

Melissa Chanslor
Text100 Public Relations
415-593-8465
melissac@text100.com

FOR IMMEDIATE RELEASE

Adobe Flash Lite and Reader LE Licensed by Microsoft

Adobe Mobile Products to Ship with Windows Mobile Phones

SAN JOSE, Calif. — March 17, 2008 — Adobe Systems Incorporated (Nasdaq: ADBE) today announced that Microsoft has licensed Adobe® Flash® Lite™ software, Adobe's award-winning Flash Player runtime specifically designed for mobile devices, to enable web browsing of Flash Player compatible content within the Internet Explorer Mobile browser in future versions of Microsoft Windows Mobile phones. Microsoft has also licensed Adobe Reader® LE software for viewing Adobe Portable Document Format (PDF) documents including email attachments and web content. Both Adobe products will be made available to Original Equipment Manufacturers (OEMs) worldwide, who license Windows Mobile software.

The Flash Lite 3.x browser plug-in for Internet Explorer Mobile on Windows Mobile will provide users with access to rich and interactive web content created using Adobe Flash® technology. As the most popular and ubiquitous format on the Internet today, Adobe Flash powers many rich and engaging web sites, applications and animations. Adobe Reader LE will allow Windows Mobile users to easily and reliably view and navigate rich PDF content using innovative features developed to improve document readability on smaller screens.

“People want vibrant web experiences and access to entertainment and information anywhere, anytime,” said John O’Rourke, general manager, Mobile Communications Business at Microsoft Corp. “Bringing Flash Lite and Reader LE to the Windows Mobile experience will give consumers more of their favorite websites on the go.”

With more than 150 percent year-over-year growth and half a billion mobile devices shipped with Flash Lite to date, Flash Lite is delivered on mobile phones and devices of all major handset manufacturers worldwide. Flash Lite runs on multiple platforms, including Windows Mobile, Symbian™ S60, and Qualcomm® BREW®, in addition to embedded operating systems on a variety of OEM platforms. For more information please visit www.adobe.com/mobile.

“We are thrilled to work with Microsoft to add playback of rich, web-based Flash Player compatible content and PDF document viewing to Windows Mobile,” said Al Ramadan, senior vice president, Mobile and Devices at Adobe. “Flash has revolutionized the way we experience content on the web and we are excited that Microsoft has decided to extend the experience of Flash technology to Windows Mobile users.”

Adobe Flash Lite and Reader LE Licensed by Microsoft

Windows Mobile is the platform specifically designed for mobile phones. Internet Explorer Mobile provides a compact Internet browser that is optimized for Windows Mobile phones. In fiscal year 2007, Microsoft sold 11 million Windows Mobile licenses and expects to sell more than 20 million licenses in fiscal year 2008, making Windows Mobile a leading smartphone platform globally. For more information please visit www.windowsmobile.com.

Adobe Flash Lite and Reader LE availability for Windows Mobile phones will be confirmed later.

About Adobe Systems Incorporated

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

###

© 2008 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Flash, Flash Lite and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Microsoft, Windows and Windows Mobile are either registered trademark of Microsoft Corporation in the United States and/or other countries. Symbian and all Symbian based marks and logos are trademarks of Symbian Limited. QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated. All other trademarks are the property of their respective owners.