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MEDIA ALERT

Adobe Media Player Brings New Content Online

Recently Launched Player Now Features 15,000 Pieces of Content, Including New Shows on CBS and a Selection of MTV Networks' Most Popular Shows

SAN JOSE, Calif. — June 19, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that since its release on April 9, 2008, the new Adobe® Media Player now features 15,000 pieces of content with more than 400 shows provided from major broadcasters and content publishers. MTV Networks (MTVN) is one of the leading television broadcasters that have added new content to the catalog in Adobe Media Player. In addition to clips from MTV's The Hills and MTV Cribs, viewers can now use Adobe Media Player to discover, organize, and subscribe to an added selection of MTVN's popular shows, including clips from COMEDY CENTRAL's The Daily Show with Jon Stewart and The Colbert Report. Additionally, CBS has expanded its range of programming and added clips and full episodes of shows Million Dollar Password, Greatest American Dog and Flashpoint.

Adobe Media Player is a customizable, cross-platform, Adobe AIR™ application that lets viewers discover and interact with their favorite content, while offering revenue and brand-building opportunities for content publishers. Adobe Media Player is available for immediate download at www.adobe.com/go/mp.

“Adobe Media Player has emerged as a fantastic platform for audiences to access and interact with our content, and we're excited to expand our content offering on the media player with more and more of our hit programming,” said Greg Clayman, executive vice president of digital distribution and business development at MTV Networks.

Adobe Media Player can provide high-quality HD playback of streamed, downloaded, or locally stored video in the FLV format. For the first time, consumers can download video outside the browser in the FLV format, which can be viewed in 1080p, 720p or 480i video display resolutions with advanced audio quality. Users can also subscribe to television shows and other online video content and then automatically receive new episodes of the shows as they become available. To help viewers discover new content, a broad, searchable catalog of shows from leading media companies and networks is available and continually expanding with new content.

“The old saying, ‘If you build it, they will come’ holds true for Adobe Media Player,” said Jim Guerard, vice president of Dynamic Media at Adobe. “With Adobe Media Player, we are helping to redefine next-generation TV experiences.

Adobe Media Player Brings New Content Online

With over 400 shows including new popular programs such as The Daily Show with Jon Stewart and The Colbert Report, it's clear that we're spurring a seismic shift in how content is distributed and consumed.”

Pricing and Availability

Adobe Media Player is immediately available as a free download for Microsoft® Windows® and Mac platforms from www.adobe.com/go/mp*. To learn more about Adobe Media Player, please visit www.adobe.com/products/mediaplayer/.

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.

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