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**FOR IMMEDIATE RELEASE**

## **Adobe Unveils Photoshop Elements 7 and Introduces Photoshop.com Membership**

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### **New Photoshop.com Membership Boosts Capabilities of Desktop Experience**

**SAN JOSE, Calif. — Aug. 26, 2008** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Photoshop® Elements 7 software with new Photoshop.com membership, a milestone release of the No. 1 selling consumer photo-editing software\*. Available for Windows®, Photoshop Elements 7 makes it quick and easy to organize, edit, create and share amazing photos with others by leveraging the editing power of Photoshop software, the professional standard for image editing. For the first time, Photoshop Elements 7 customers will have the option to sign-up for one year of membership on Photoshop.com, extending the capabilities of the software by providing helpful templates and creative tutorials delivered on a regular basis. Other benefits include: automatic online backup and storage of photos and videos, access to photos and videos from virtually anywhere, and interactive options to share memories with great impact.

In addition, Adobe today announced Adobe Premiere® Elements 7 software, a complete video-editing solution (see separate press release). Available separately or together in a single retail bundle package, Adobe Photoshop Elements & Adobe Premiere Elements bundle give photo and video enthusiasts everything they need for a complete digital imaging experience.

“With Photoshop Elements our ultimate goal is to give people the ability to tell personal and high-impact stories with their photos,” said Doug Mack, vice president and general manager of Consumer and Hosted Solutions at Adobe. “We strike a balance between editing punch and ease, so a user doesn’t have to be a pro to produce impressive results. The new Photoshop.com membership takes Photoshop Elements to the next level - extending beyond the desktop - by giving our customers access to their photos and videos from virtually anywhere, providing secure backup, delivering inspiration to fuel creativity and enabling users to keep the photos and creations they share fresh and exciting.”

### **Create Picture-perfect Photos with Powerful yet Intuitive Editing Tricks**

Photoshop Elements makes it easy to tell amazing stories through memorable photos. The new Scene Cleaner, based on Adobe’s innovative Photomerge® technology, creates the ideal photo by letting users simply brush away unwanted

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subjects, such as tourists in a vacation shot who may be impacting the main subject of the photo. The new Smart Brush helps users apply incredible effects to a specific area of a photo with a single stroke, making it a snap to improve lighting and add rich textures with access to more than fifty sophisticated effects. Common editing tasks, such as whitening teeth or brightening blue skies, are a breeze to fix with the one-step Quick Fix tools. Surfaces can be softened while retaining edges and details crisp with a new filter ideal for portrait shots. Also, a new selection of Online Albums, based on Adobe Flash<sup>®</sup> technology, offers users a richer interactive experience.

### New Membership on Photoshop.com Inspires Users and Keeps Them Connected

Users can push their creativity even further with Photoshop.com membership, offered in two levels, Basic1 and Plus2. For those who want fresh, creative project ideas delivered straight to the desktop, the option to purchase an annual Photoshop.com Plus membership guarantees inspiration will come on a regular basis in the form of new tutorials, seasonal artwork, themed templates and more. In addition, Photoshop.com Plus membership provides 20GB of storage – enough for 15,000 photos, four hours of DVD-quality videos or a combination of both. Online back-up keeps memories safe from computer failure or natural disaster, with access from anywhere, via a personal account linked to the software. Photoshop.com Basic membership can be experienced for free, providing 2GB of storage, access to photos and videos virtually anywhere and online photo sharing in a fun interactive environment.

Photoshop.com members also will be able to upload photos directly from a mobile phone. The addition of Photoshop.com Mobile beta, a rich Adobe Flash<sup>®</sup> based mobile application, offers camera phone users the easiest way to upload, share and access photos using their Photoshop.com account. Photoshop.com Mobile runs in the background and allows consumers to take photos, send messages and run other applications while pictures are being uploaded to their Photoshop.com account. To learn more about Photoshop.com Mobile and for a list of supported phones, visit [mobile.photoshop.com](http://mobile.photoshop.com)

More information about Photoshop.com membership can be found at:

[www.adobe.com/products/photoshopelwin/membership/](http://www.adobe.com/products/photoshopelwin/membership/).

### Pricing and Availability

Adobe Photoshop Elements 7 and Adobe Premiere Elements 7 for Windows will be available in local retail outlets such as Best Buy, Circuit City, Costco (Photoshop Elements 7 only), Office Depot, Office Max and Staples in October 2008. Consumers can pre-order the products at [www.adobe.com](http://www.adobe.com), [www.amazon.com](http://www.amazon.com), [www.bestbuy.com](http://www.bestbuy.com) and [www.costco.com](http://www.costco.com). The products will be available separately for US\$99.99. Photoshop Elements 7 & Premiere Elements 7 bundle also will be available for US\$149.99.

Photoshop.com Plus membership will be available for purchase from within the products for US\$49.99 and Basic membership can be experienced for free. Information about other language versions, as well as pricing, upgrade and support policies for other countries is available at [www.adobe.com/go/photoshopelements](http://www.adobe.com/go/photoshopelements). Photoshop.com membership is available in the U.S. only.

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\*Source: The NPD Group / Retail Tracking Service (April 2002 to April 2008) based on units sold (North America).

1. Photoshop.com Basic membership does not require the purchase of any Adobe product, including Photoshop Elements 7 and Premiere Elements 7.
2. With Photoshop.com Plus membership, annual membership terms apply.

### **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](http://www.adobe.com).

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