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**FOR IMMEDIATE RELEASE**

## **Adobe Releases Scene7 Media Portal 3.0**

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### **Major Update to Hosted Media Solution for Automating the Collection, Management and Distribution of Creative Assets**

**SAN JOSE, Calif. —Sept. 8, 2008** — Adobe Systems Incorporated (Nasdaq:ADBE) today enhanced its software as a service (SaaS) offering for eCommerce and multi-channel marketing companies by releasing the Scene7 Media Portal 3.0, a major update to its hosted media management solution previously known as Image Portal. The new Media Portal 3.0 is an add-on module for the recently released Scene7 4.0 hosted rich media platform used by companies worldwide to drive online business through the delivery of dynamic content for eCommerce, Web sites, email, print and devices. Media Portal features significant advancements, including new Administrator functions that streamline cross-channel marketing using high-impact imagery and other rich content.

“With the increasing demand for rich content across channels, organizations are continuously tasked with maintaining quality and brand reputation while controlling costs,” said Doug Mack, vice president of Consumer and Hosted Solutions at Adobe. “Media Portal 3.0 used with the Scene7 4.0 rich media platform makes for a truly integrated environment that helps save time and costs by delivering dynamic, data-driven content to multiple customer touch points.”

“Wrangler helps deliver high-quality, relevant apparel to consumers worldwide, and it is important that we effectively reach our retailers and consumers in a way that is convenient and swift,” says Debbie Collier, manager of Marketing Services at Wrangler. “Having a turn-key, web-based media management solution like Scene7 Media Portal 3.0, allows us to provide product, lifestyle and brand marketing imagery instantly and in a customized format.”

Media Portal 3.0 builds on the success of the previous Scene7 image management solution by expanding media type support. Now, it can be used with popular creative file types, including Adobe Flash® CS3 Professional, Adobe Photoshop® CS3, Adobe InDesign CS3, Adobe Illustrator® CS3, as well as popular business file formats including Microsoft Office, Adobe PDF and Zip files.

Media Portal 3.0 includes a new Administrator feature that allows administrators to add or remove users, as well as assign access to rich media content at a group, folder or asset level. With Media Portal, administrators can set up

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custom metadata fields for content contributors to use when adding and/or editing content in bulk. Administrators can also define standardization rules or presets (such as file format, size or scale and resolution) upon upload or distribution of images, enabling the system to dynamically transform the content instead of requiring manual production.

A broad spectrum of companies worldwide have benefited from the Scene7 media management solution including: ExOfficio, John Lewis, LaCrosse Footwear, Inc., Levi Strauss & Co., newegg.com, Levolor, VF Corporation and Victorinox.

### **Scene7 4.0 Platform**

As an add-on module, Media Portal 3.0 integrates seamlessly with the Scene7 4.0 platform and streamlines rich media publishing with an intuitive workflow. The new Scene7 4.0 platform has a user interface that offers single and accordion pane viewing, as well as drag and drop capabilities. It includes a vast library of best practice and configurable rich media viewers to help users deliver an enhanced customer experience with little effort. Other tutorial resources are also provided to support both new and power users.

### **Availability**

Media Portal 3.0 is immediately available in English with French, German, Spanish and Japanese language versions expected by October 2008. A free 30-day trial of Media Portal can be accessed at [www.scene7.com/trial](http://www.scene7.com/trial). For more information about Media Portal 3.0 or the new Scene7 4.0 platform visit [www.scene7.com](http://www.scene7.com).

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