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FOR IMMEDIATE RELEASE

Adobe Introduces Photoshop CS4 and Photoshop CS4 Extended

Landmark Release Packs Powerful Editing Punch and Harnesses the Creative Potential of 3D

SAN JOSE, Calif. — Sept. 23, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Photoshop® CS4 and Photoshop CS4 Extended, the highly anticipated, new editions of the professional industry standard software for digital imaging. Providing a fluid user experience, complete creative control and higher efficiency, Photoshop CS4 leverages the power of the latest hardware to extend imaging possibilities and offer faster, more flexible ways to accomplish core tasks like image adjustments and masks. All of these features and more can be found in Photoshop CS4 Extended, which serves users with advanced motion graphics functions, dramatically expanded 3D visualization capabilities and precise image analysis.

Photoshop CS4 and Photoshop CS4 Extended will be available as stand-alone applications or key components of the Adobe Creative Suite® 4 family (see separate releases).

“Photoshop is about delivering cutting-edge innovation that really pushes the boundaries of digital image editing,” said Kevin Connor, vice president of product management for professional digital imaging at Adobe. “This version is no exception with some stunning new imaging technology that complements our work to bring more control, simplicity and speed to everyday tasks. By streamlining the most popular workflows for the professional, technical or home user, Photoshop CS4 brings new levels of accessibility to the gold standard in digital imaging software.”

Complete Creative Control and Effortless Efficiency

Photoshop CS4 software now makes impossible tasks, possible. Content-Aware Scaling adds a revolutionary technology that enables users to intelligently size and scale images with a simple drag of the mouse. New Auto-align and Auto-blend modes generate composites based on extended depth of field and 360 degree panoramas now with seamless tones and colors.

Finding, previewing and managing image assets jumps to a new level of power and convenience with Adobe Bridge CS4, beginning with fast start-up performance, right through to speedy transfer of images to Photoshop CS4. New

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path-bar navigation and workspace selection buttons across the top of the Bridge window let you instantly go to just the right display for every task. Also included are new Camera Import controls, visual folder navigation, and a Carousel View for larger image-group selections.

Photoshop CS4 takes advantage of the latest graphics processing unit (GPU) hardware to deliver superior performance. The software offers a smooth pan and zoom experience that allows users to easily edit images at the highest magnification while maintaining clarity. The new Canvas Rotation tool makes it simple to rotate and work on an image from any angle. Photoshop CS4 helps keep work areas clutter-free with a new unified application frame, tab-based interface and self-adjusting panels that make it easy to quickly access advanced tools, and provide a more fluid way to interact with the application.

Harnessing the Power of 3D

Photoshop CS4 Extended includes all the new features of Photoshop CS4 plus the ability to manipulate 3D imagery easier than ever before. Now, creativity knows no bounds, as users can paint directly on 3D models and surfaces, merge 2-D files onto 3D images and animate 3D objects. The 3D engine has been rebuilt from the ground up to provide faster performance, allow editing of properties like light and the ability to create more realistic renderings with a new high-quality ray-tracer. Video professionals have the ability to turn any 3D object into a video display zone and can animate 3D objects and properties with ease. In addition, the core motion graphics editing has been improved with more efficient single-key shortcuts.

“The 3D painting enhancements in Adobe Photoshop CS4 Extended save us valuable time by enabling artists to paint directly on our 3D flight simulator models in Photoshop instead of using a separate 3D paint program,” says Luis Barcena, executive vice president of databases and modeling for Aechelon Technology, Inc., a leader in real time computer graphics applications for training, simulation and entertainment markets. “Additionally, the ability to perform localized color correction in Photoshop CS4 Extended lets us easily color correct and balance simulated environments and terrain databases using images taken in different climates to achieve a more realistic and compelling user experience.”

Photoshop CS4 Extended software continues to challenge traditional use, allowing medical professionals to volume render multiple medical image scans (DICOM image stack) into a volume that can be viewed from all angles.

The Evolution and Expansion of the Adobe Photoshop Family

The Photoshop product family has experienced an unprecedented year, in which new products have been introduced and every existing product has been updated. The year began with the anticipated launch of Photoshop Elements 6 for Mac, winning Best of Show at Macworld 2008. The launch of Photoshop Express in the Spring marked a new direction for the line — a free, rich Internet application (RIA) for anyone who wants to store, sort and show off digital photos online with eye-catching effects. In July, major updates and enhancements were made to the popular Photoshop Lightroom™ 2 solution for serious photographers, followed by the launch of Photoshop Elements 7 and

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Adobe Premiere Elements 7 software for hobbyists and now, Photoshop CS4 and Photoshop CS4 Extended for professionals.

Pricing and Availability

Adobe Photoshop CS4 and Photoshop CS4 Extended for Mac OS X on Intel® based and PowerPC® based systems and for Microsoft® Windows® XP and Windows Vista® platform are scheduled to ship October 2008 with availability through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/go/gn_store. Estimated street price for Adobe Photoshop CS4 is US\$699 and US\$999 for Photoshop CS4 Extended. Upgrade pricing is available. For more detailed information about features, upgrade policies and pricing, please visit: www.adobe.com/photoshop.

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