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FOR IMMEDIATE RELEASE

Adobe Creative Suite 4 Now Shipping

Milestone Release Radically Improves Creative Workflow Efficiency; Redefines Collaboration Between Designers and Developers

SAN JOSE, Calif. — Oct. 15, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of the Adobe® Creative Suite® 4 product family, the highly-anticipated release of industry-leading design and development software for virtually every creative workflow. Delivering radical breakthroughs in workflow efficiency – and packed with hundreds of innovative, time saving features – the new Creative Suite 4 product line advances the creative process across print, Web, interactive, film, video and mobile.

Customers can choose from six new versions: Adobe Creative Suite 4 Design Premium, Design Standard, Web Premium, Web Standard, Production Premium and Master Collection. The combination of Creative Suite and the new capabilities of Adobe Flash® Player 10, also available today (see separate press release) deliver new levels of creativity and expressiveness across media channels. Designers using the Adobe Creative Suite 4 product family will gain unprecedented creative control using the new expressive features and visual performance improvements in Adobe Flash Player 10 to deliver breakthrough Web experiences across multiple browsers and operating systems.

"Creative Suite 4 and Flash Player 10 introduce vital time-saving features, new levels of integration and the jaw-dropping innovations our design and developer customers expect from us," said John Loiacono, senior vice president, Creative Solutions Business Unit at Adobe. "CS4 continues to fulfill our promise to customers to break down more barriers in cross-media workflows, while also providing new services and collaboration tools that help them manage complex client demands."

As part of the CS4 product launch, the largest in Adobe's history, also available today are brand new versions of Photoshop® CS4, Photoshop CS4 Extended, InDesign® CS4, Illustrator® CS4, Flash CS4 Professional, Dreamweaver® CS4, Fireworks® CS4, Contribute® CS4, After Effects® CS4, Adobe Premiere® Pro CS4, Encore® CS4, Soundbooth® CS4 and Adobe OnLocation™ CS4.

Intuitive Workflows Improve Creative Efficiency

A simplified workflow in Adobe Creative Suite 4 enables users to design across media more efficiently by making it easier to complete common tasks and move content seamlessly among applications. InDesign CS4 includes a new Live Preflight tool that allows designers to catch production errors and a newly customizable Links panel to manage placed files more efficiently. The revolutionary new Content-Aware Scaling tool in Photoshop CS4 and Photoshop CS4 Extended automatically recomposes an image as it is resized, preserving vital areas as it adapts to new dimensions. An expanded version of Dynamic Link in CS4 Production Premium enables users to move and update content between After Effects CS4, Adobe Premiere Pro CS4, Soundbooth CS4, and Encore CS4 without rendering, saving countless hours in production. With deep XMP metadata support, the production workflow is simplified, resulting in online content that gives viewers new ways to interact with and search for video, while giving content owners new opportunities to track and monetize content.

Adobe Creative Suite 4 brings 3D center-stage providing the ability to paint, composite, and animate 3D models using familiar tools in Photoshop CS4 Extended. Flash CS4 Professional now offers the ability to apply tweens to objects instead of keyframes, providing greater control over animation attributes. Also in Flash CS4 Professional, the new Bones tool helps create more realistic animations between linked objects. With a searchable library of more than 450 dynamically updated device profiles from leading manufacturers, Adobe Device Central CS4 enables users to easily test mobile content designed using many of the Creative Suite 4 products.

New and Expanded Services Extend Capabilities for Online Collaboration

Adobe Creative Suite 4 now also offers a host of services* for online collaboration. Adobe ConnectNow, a service of Acrobat.com, allows real-time collaboration with two colleagues or clients. Designers can also share color harmonies with Adobe Kuler™. Other online resources include: Adobe Community Help for technical questions; Resource Central for accessing video and audio product-related news and tutorials, as well as Soundbooth scores and sound effects; and Adobe Bridge Home, a customizable resource for tips, tutorials, news and inspirational content.

Pricing and Availability

Adobe Creative Suite 4 and its associated point products are immediately available through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/store. Estimated street price for the Adobe Creative Suite 4 Design Premium is US$1799, US$1699 for Adobe Creative Suite 4 Web Premium, US$1699 for Adobe Creative Suite 4 Production Premium, and US$2499 for Adobe Creative Suite 4 Master Collection. To reward customers for staying current, Adobe is offering Creative Suite 3 customers moving to Creative Suite 4 a lower upgrade price than it offers to those moving from older, qualifying versions. For a limited time, a special introductory offer enables customers with older qualifying products to enjoy the same lower price with savings of up to US$200 off their actual upgrade price. For more detailed information please visit www.adobe.com/creativesuite.

Adobe Flash Player 10 is available immediately as a free download for Windows, Macintosh and Linux platforms (including new support for Ubuntu 7 and 8) from www.adobe.com/go/getflashplayer.

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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*Some products mentioned may allow you to access certain features that are hosted online ("online services"), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit www.adobe.com.

This press release contains forward looking statements, including those related to Adobe's future product plans, which involve risks and uncertainties that could cause actual results to differ materially. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not undertake an obligation to update forward looking statements.