



FOR IMMEDIATE RELEASE

Adobe and Broadcom Bring the Adobe Flash Platform to TVs

Collaboration Extends Flash Platform Ecosystem to Digital TVs and Set-Top Boxes

LAS VEGAS, N.V., – 2009 International CES – Jan. 6, 2009 – Broadcom Corporation (Nasdaq: BRCM) and Adobe Systems Incorporated (Nasdaq:ADBE) today announced the integration of the Adobe® Flash® Platform into Broadcom's latest digital television (DTV) and set-top box (STB) system-on-a-chip (SoC) platforms. The collaboration paves the way for rich Flash based entertainment experiences on televisions that offer viewers new options for accessing Web content on their TVs.

With Adobe Flash Lite™ 3 software supported in the Broadcom® BCM3549, BCM3556, BCM7400 and BCM7405 SoC solutions, TV viewers will be able to view Flash based content and applications from popular online providers and entertainment sites. Broadcom DTV and STB platforms with integrated Adobe Flash support are expected to be available to manufacturers in the first half of 2009. Broadcom will demonstrate Adobe Flash support on its BCM7405 and BCM3549 solutions at this week's 2009 International Consumer Electronics Show.

The technology collaboration between Broadcom and Adobe will further accelerate the transition to high definition (HD) Web-based video on televisions, fortifying the TV as the main entertainment hub within the home. With Adobe Flash as the number one video format on the Web, coupled with Broadcom's leadership position in digital television and set-top box platforms, the collaboration will enable a consistent viewing experience across TV screens, addressing format fragmentation and authoring challenges that exist today. As online video viewing shifts from the PC to the TV, the number of worldwide viewers will reach nearly one billion by 2013, according to a study by ABI Research. The dramatic increase of free and premium online video content, and the emerging trend of watching Web-based video on televisions, will help drive its overall adoption according to ABI.

"Consumers with broadband Internet access increasingly enjoy viewing the wide array of video content available to them and it is clear that they want to watch their favorite online video content on their televisions for the best viewing experience," said Dan Marotta, senior vice president and general manager of Broadcom's Broadband Communications Group. "By integrating Adobe Flash support in our latest portfolio of digital television and set-top box solutions, Broadcom will pave the way for an exciting new entertainment experience in the home."

Press/Analyst Contacts

Dana Brzozkiewicz
Broadcom Trade Press Contact
Senior Communications Specialist
949-926-6367
danabrz@broadcom.com

T. Peter Andrew
Broadcom Investor Relations Contact
Vice President, Corporate Communications
949-926-5663
andrewtp@broadcom.com

Stefan Offermann
Adobe Systems
408-536-4023
sofferma@adobe.com

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“Consumers want to experience rich and consistent applications and Web content across devices and screens,” said David Wadhvani, general manager and vice president, Platform Business Unit at Adobe. “Broadcom’s leadership in designing highly integrated and advanced TV and STB platforms provides an ideal stage for the over one million Flash developers to showcase their content. We look forward to our continued efforts with Broadcom to broaden the availability of great multi-screen experiences.”

Broadcom is a recognized leader in the set-top box market with 161 million set-top box chipsets shipped to date. The company’s recent acquisition of the AMD digital TV business expands the number of TV brands utilizing its highly integrated silicon solutions. Broadcom’s ongoing commitment and significant contribution to connected home technologies, such as the Digital Living Network AllianceSM (DLNA[®]), furthers the quest for seamless content distribution and connectivity - changing the way consumers interact and share content in the next generation digital home.

Adobe Flash Player is the most widely distributed technology on the Web, enabling virtually anyone to view and interact with a vast selection of rich content. With Adobe Flash Player supporting all major operating systems and browsers, Flash technology has become the number one video format on the Web. Ninety-nine percent of Internet-connected desktops have Adobe Flash Player installed and more than 800 million mobile devices have shipped to date with Flash Lite, Adobe’s Flash Player for mobile phones and devices. Adobe Flash Player is a key component of the Adobe Flash Platform, a complete system of integrated tools, frameworks, clients and servers to develop Web applications, content and videos. For more information about the Adobe Flash Platform, visit www.adobe.com/flashplatform.

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.

About Broadcom’s Broadband Communications Group

Broadcom offers manufacturers a range of broadband communications and consumer electronics system-on-a-chip solutions that enable voice, video, data and multimedia services over residential wired and wireless networks. These highly integrated silicon solutions continue to enable the most advanced system solutions on the market, which include digital cable, satellite and IP set-top boxes and media servers, broadband modems and residential gateways, high definition and digital televisions, Blu-ray Disc[®] players and recorders and personal video recorders.

About Broadcom

Broadcom Corporation is a major technology innovator and global leader in semiconductors for wired and wireless communications. Broadcom products enable the delivery of voice, video, data and multimedia to and throughout the home, the office and the mobile environment. It provides the industry’s broadest portfolio of state-of-the-art system-

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on-a-chip and software solutions to manufacturers of computing and networking equipment, digital entertainment and broadband access products, and mobile devices. These solutions support Broadcom's core mission: Connecting everything®.

Broadcom is one of the world's largest fabless semiconductor companies, with 2007 revenue of \$3.78 billion, and holds over 3,000 U.S. and over 1,300 foreign patents, more than 7,500 additional pending patent applications, and one of the broadest intellectual property portfolios addressing both wired and wireless transmission of voice, video, data and multimedia.

Broadcom is headquartered in Irvine, Calif., and has offices and research facilities in North America, Asia and Europe. Broadcom may be contacted at +1.949.926.5000 or at www.broadcom.com.

Cautions Regarding Forward Looking Statements

All statements included or incorporated by reference in this release, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our respective current expectations, estimates and projections about our industry and business, management's beliefs, and certain assumptions made by Broadcom and Adobe Systems, all of which are subject to change. Forward-looking statements can often be identified by words such as "anticipates," "expects," "intends," "plans," "predicts," "believes," "seeks," "estimates," "may," "will," "should," "would," "could," "potential," "continue," "ongoing," similar expressions, and variations or negatives of these words. Examples of such forward-looking statements include, but are not limited to, the ability of the collaboration between Adobe and Broadcom to further accelerate the transition to high definition (HD) Web-based video on televisions and to enable a consistent viewing experience across TV screens, the availability of Broadcom DTV and STB platforms with integrated Adobe Flash support, the growth in the number of worldwide viewers of online video, and Broadcom's ability to pave the way for an exciting new entertainment experience in the home. These forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that could cause our actual results to differ materially and adversely from those expressed in any forward-looking statement.

The respective Annual Reports on Form 10-K, subsequent Quarterly Reports on Form 10-Q, recent Current Reports on Form 8-K, and other Securities and Exchange Commission filings of Adobe Systems and Broadcom discuss important risk factors that could contribute to such differences or otherwise affect their respective businesses, results of operations and financial conditions. The forward-looking statements in this release speak only as of this date. Neither Adobe Systems nor Broadcom undertakes any obligation to revise or update publicly any forward-looking statement, except as required by law.

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