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FOR IMMEDIATE RELEASE

Adobe Introduces New eLearning Suite And Captivate 4

Learning Professionals Gain Unmatched Productivity Through Courseware Authoring Tools

SAN JOSE, Calif. — Jan. 20, 2009 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the Adobe eLearning Suite software, a new content-authoring solution for learning professionals, educators and trainers to create rich learning experiences that can be delivered via the Web, desktop, mobile devices and learning management systems. The new suite boosts productivity by tightly integrating a major new version of Adobe Captivate®, Adobe Flash® CS4, Adobe Dreamweaver® CS4, Adobe Photoshop® CS4 Extended, Adobe Acrobat® Pro, Adobe Presenter 7, Adobe Soundbooth® CS4, Adobe Bridge CS4, Adobe Device Central CS4 as well as eLearning extensions for Adobe Flash® CS4 and Adobe Dreamweaver® CS4.

“The new Adobe eLearning Suite is a unique and highly integrated set of tools designed to help professionals author, enrich, review and publish rich eLearning content all within one environment,” said Naresh Gupta, senior vice president of the Print and Publishing Business Unit at Adobe. “By leveraging different applications and streamlined workflows, learning professionals can be truly innovative and reach learners in new ways anytime, anywhere and through any medium.”

Adobe Captivate 4

Adobe Captivate 4, a new point product release and also the cornerstone of the suite, is the latest version of Adobe’s eLearning software for creating professional eLearning content and courseware that combines simulations, scenario-based training, quizzing, rich media and interactivity. Professionals can take advantage of more than two dozen new features including single SWF file publishing, text-to-speech conversion, a drawing toolbar for simple graphics, enhanced project templates, and round-trip Microsoft® PowerPoint® workflows, which let users import and edit PowerPoint slides with audio and interactivity. Adobe Captivate 4 also preserves Photoshop layers, which can then be animated individually, and supports PDF publishing and Audio Video Interleave (AVI) output for publishing to YouTube™.

With Adobe Captivate Reviewer, a new Adobe® AIR™ application, learning professionals can capture reviewers’ feedback regardless of their operating system and insert comments directly into an Adobe Captivate SWF file,

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simplifying the review process. Adobe Captivate 4 also enables users to add customizable tables of contents that automatically update as a learner navigates a project. To further boost engagement, learning professionals can use system and custom variables to provide learners with a personalized learning experience. For example, a learner can be prompted to type their name into a blank field in the beginning of the course and Adobe Captivate 4 will automatically personalize upcoming slides with the learner's name.

Workflow and Integration Benefits

By integrating Adobe's industry leading content creation tools, the Adobe eLearning Suite presents learning professionals with workflow benefits that are unavailable when purchasing individual products. With the Dreamweaver CS4 CourseBuilder extension, course designers can use Dreamweaver CS4 to directly create HTML-based eLearning modules, complete with assessments, by utilizing standard question types. Using the new Shared Courseware Object Reference (SCORM) packager, designers can also combine Adobe Captivate 4, Flash CS4, Dreamweaver CS4 and Adobe Presenter content into a single course, which further simplifies course creation.

With the inclusion of Soundbooth CS4, learning professionals can easily remove noise from recordings, polish voice-overs, customize music to fit a production and mix multiple clips on several tracks. Course designers can further engage their audiences with powerful visuals created within Photoshop CS4 Extended, which includes added features for editing 3D images and motion-based content. The visuals along with media developed in Adobe Captivate or other components can be easily organized, browsed, viewed and directly placed into Adobe Captivate 4, Photoshop CS4 and Flash CS4 from one central location using Adobe Bridge CS4.

Once content is ready for delivery, users can select one of several standardized output formats, including SWF, HTML, PDF, AVI, and SCORM, enabling easy delivery to the Web, desktop and learning management systems. If course designers don't have access to a learning management system, the Adobe eLearning Suite allows users to publish directly to Adobe Acrobat® Connect Pro™ (sold separately). Additionally, Adobe Device Central CS4 allows course designers to design, preview, and test content for viewing on more than 600 mobile device screens.

Pricing and Availability

Adobe eLearning Suite and Adobe Captivate 4 are immediately available through Adobe Authorized Resellers and the Adobe Store. Estimated street price for the suite is US\$1799 and US\$799 for Adobe Captivate 4 as a standalone product. Upgrade and education pricing for both products is available. Both the Adobe eLearning Suite and Adobe Captivate 4 are compatible with Microsoft® Windows® XP with Service Pack 2 (Service Pack 3 recommended) and Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1. For more information about the Adobe eLearning Suite visit www.adobe.com/products/elearningsuite, for Adobe Captivate 4 visit www.adobe.com/products/captivate.

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