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## **Time Warner Companies — Turner Broadcasting System, Inc., Warner Bros. Entertainment, Inc., and Home Box Office, Inc. — Form New Media Alliance with Adobe**

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### **Time Warner Companies to Collaborate with Adobe for Delivery of Rich Media Experiences Utilizing Adobe's Flash Platform and Video Solutions**

**SAN FRANCISCO and NEW YORK — March 3, 2009** — Adobe Systems Incorporated (Nasdaq:ADBE) and three Time Warner Inc. companies — Turner Broadcasting System, Inc., Warner Bros. Entertainment Inc., and Home Box Office, Inc. — today announced a strategic alliance to foster collaboration on the development of next generation video and rich media experiences. As part of the alliance, these companies will also collaborate to accelerate the development of digital rights management for the Web and desktop, and metadata and audience measurement solutions to improve the discovery and monetization of content. The companies intend to utilize Adobe® Flash® Platform and video solutions to provide differentiated experiences for consumers of HBO, Turner Broadcasting and Warner Bros. Entertainment content across multiple distribution platforms.

“At Turner we work to ensure that our audience, our advertisers and our creative partners are well served by our brands across all the platforms we use for distribution,” said Scott Teissler, chief technology officer at Turner Broadcasting System, Inc. “This multifaceted developmental alliance with Adobe is intended to promote and exemplify the kind of ubiquitous media delivery functions — measurement, context, identification, reach — we need to please the consumer and support a content-sustaining business model.”

“Online audiences are re-defining the way media content is consumed and are demanding customized desktop experiences,” said John Loiacono, senior vice president, Creative Solutions Business Unit at Adobe. “Adobe has pioneered rich, engaging online media experiences with the Flash Platform, the number one solution to deliver video

**Time Warner Companies — Turner Broadcasting System, Inc., Warner Bros. Entertainment,**

on the Web, and our goal is to transform the way companies create, measure and deploy next-generation video. Time Warner Companies are known worldwide as leaders in providing premium media and entertainment and will be working with us to deliver some great video experiences on the Web.”

“The Time Warner entertainment companies share the same goals and technology vision,” said Bob Zitter, chief technology officer and executive vice president, Technology, HBO. “This will be an incredibly productive alliance with Adobe for all involved.”

“Warner Bros. Entertainment plans to implement Adobe’s full range of technologies into a diverse set of new media initiatives,” said Darcy Antonellis, president, Warner Bros. Technical Operations. “We’re pleased about the benefits such an alliance will bring to enhance the consumer experience.”

**Reaching Audiences in New and Compelling Ways**

Turner, Warner Bros. Entertainment and HBO are at the forefront of delivering rich and engaging experiences using Adobe’s technologies over the Web. The Adobe Flash Platform currently powers a number of different Turner Web sites. On [www.thewb.com](http://www.thewb.com), Warner Bros. Entertainment enables viewers to watch a wide variety of full TV shows and episodes online. At [www.warnerbros.com](http://www.warnerbros.com), the Warner Bros. Entertainment site, viewers can find trailers for current and upcoming movie releases, as well as search a vast movie catalog. HBO will soon relaunch [www.hbo.com](http://www.hbo.com) making extensive use of the Adobe Flash Platform. Through their strategic alliance announced today and the resulting collaborative projects, Adobe, Turner, Warner Bros. Entertainment and HBO seek to deliver Internet video beyond the desktop to secure Internet connected devices to provide consumers with video content when, how, and where they want it.

**A Comprehensive Solution from Planning to Playback**

Adobe offers a comprehensive workflow for video, including Adobe Creative Suite® Production Premium software, which includes Adobe Flash Professional, for crafting world-class video, audio, and interactive media. For distribution, Adobe provides the Adobe Flash Platform, which is the de facto standard for delivering breakthrough applications, content, and video on the Web. Adobe Flash Player is on over 98 percent of connected computers and delivers more than 80 percent of Web video worldwide. Finally, Adobe Flash Media Rights Management Server software helps content providers protect and control media content, regardless of whether it is delivered over the Web using Adobe Flash Player or played on local desktops using Adobe Media Player or Adobe® AIR® software.

**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](http://www.adobe.com).

**About Turner Broadcasting System, Inc.**

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

**About Home Box Office, Inc.**

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc., providing two 24-hour pay television services – HBO and Cinemax – to over 40 million U.S. subscribers. The services offer the most popular subscription video on demand products, HBO On Demand and Cinemax On Demand, as well as HBO on Broadband, HD feeds, and multiplex channels. Internationally, HBO's branded television networks, along with the subscription video on demand products HBO On Demand and HBO Mobile, bring HBO services to over 50 countries. HBO programming is sold into over 150 countries worldwide.

**About Warner Bros. Entertainment, Inc.**

Warner Bros. Entertainment – a fully integrated, broad-based entertainment company – is a global leader in the creation, production, distribution, licensing and marketing of all forms of creative content and their related businesses, across all current and emerging media and platforms. The company stands at the forefront of every aspect of the entertainment industry from feature film, TV and home entertainment production and worldwide distribution to DVD, digital distribution, animation, comic books, licensing, international cinemas and broadcasting.

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