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Adobe and HTC Bring Flash Platform to Android

New HTC Hero Delivers More Complete Web Browsing Experience with Adobe Flash Technology

SAN JOSE, Calif. and LONDON — June 24, 2009 — Adobe Systems Incorporated (Nasdaq:ADBE) and HTC, a global designer of mobile phones, today announced that the new HTC Hero is the first Android phone to ship with support for Adobe® Flash® Platform technology. The new phone delivers a more complete Web browsing experience and provides access to a broad variety of Flash technology based content available on the Web today.

“As the first Android device with Flash, the new HTC Hero represents a key milestone for Android and the Flash Platform. With close to 80 percent of all videos online delivered with Adobe Flash technology, consumers want to access rich Web content on-the-go.” said David Wadhvani, vice president and general manager, Platform Business Unit at Adobe. “The collaboration with HTC offers people a more complete Flash based Web browsing experience today and presents an important step towards full Web browsing with Flash Player 10 on mobile phones in the future.”

The new HTC Hero is a key element of the HTC experience and a new generation of HTC mobile phones and devices. Users can browse and discover a broad set of Web content and applications not supported by mobile phones in the past. People can also view YouTube videos using Flash technology, and enable full screen viewing mode by simply double tapping the screen.

“Adobe Flash is an important core technology for people interacting and experiencing the Web, it is only natural to be offering it on the new HTC Hero first,” said John Wang, chief marketing officer, HTC Corporation. “We look forward to continuing our close collaboration with Adobe and to bringing Flash Player 10 support to our phones in the future.”

The HTC Hero delivers powerful, compatible video playback performance using Flash technology, and interactive content enabled by ActionScript® 2.0. Users can enjoy and navigate through Web videos using intuitive video controls. With progressive streaming of large MP3 audio files from a Web server and the local file storage, the HTC Hero provides a seamless audio experience. Support for Sorenson and On2 VP6 codecs enables higher quality video and playback of existing Web content. A demo of the user experience enabled by the Flash Platform on the HTC Hero and the Android operating system can be viewed at www.adobe.com/go/htchero.

HTC Participates in Open Screen Project

HTC also announced its participation in the Open Screen Project, a broad industry effort to deliver a consistent runtime across screens and to provide access to all Flash technology based Web content in the future. As a contributor to the initiative, HTC is collaborating with Adobe and more than 25 other industry leaders to bring Flash Player 10 and full Web browsing to the next generation of Android based smartphones and other mobile computing platforms and devices. For more details on the Open Screen Project, visit www.openscreenproject.org.

About Adobe Flash Platform

The Adobe Flash Platform is a complete system of integrated tools, frameworks, clients and servers for the development of Web applications, content and video that runs consistently across operating systems and devices. Adobe Flash Player content reaches over 98 percent of Internet-enabled desktops, and Adobe Flash technology is the No.1 platform for video on the Web. In addition, the mobile runtime has shipped and delivered Flash technology based content on close to 40 percent of all new mobile phones and devices in 2008. For more information about the Adobe Flash Platform visit www.adobe.com/flashplatform. For details on the goals set for the Adobe Flash Platform as part of the Open Screen Project, visit www.openscreenproject.org.

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 HTC

HTC Corporation (HTC) is one of the fastest growing companies in the mobile phone industry and continues to pioneer industry-leading mobile experiences through design, usability and innovation that is sparked by how the mobile phone can improve how people live and communicate. The company is listed on the Taiwan Stock Exchange under ticker 2498. For more information about HTC, please visit www.htc.com.

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