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FOR IMMEDIATE RELEASE

Adobe Unveils Adobe Flash Access 2.0

New Content Protection Solution Expands Reach of Premium Video to Adobe Flash Player

SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 10, 2009 — At the 2009 IBC tradeshow, Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Flash® Access 2.0, a key component of the Adobe Flash Platform. Flash Access 2.0, previously known as Adobe Flash Media Rights Management Server, is a scalable, flexible content protection solution that enables the distribution and monetization of premium content, which can create new sources of revenue for media publishers. New in this release, content protected with Flash Access 2.0 will play back securely on an upcoming version of Adobe Flash Player software – the cross-operating system browser plug-in that is available on more than 98 percent of Internet-connected desktops worldwide. Scheduled to ship early next year, Adobe Flash Access 2.0 will provide robust protection of audiovisual content and flexible usage rules to support a wide range of business models, including electronic sell-through, rental and video on-demand, for streaming or download. Adobe will demonstrate Flash Access 2.0 during the IBC 2009 Exhibition at its stand (Hall 7, Stand H.23) in the RAI Convention Center, Sept. 11-15.

“As the No. 1 software for delivering video on the Web, the Adobe Flash Platform has enabled millions of users to enjoy high-quality content,” said Jim Guerard, vice president and general manager of Dynamic Media at Adobe. “With Adobe Flash Access 2.0, media publishers can rely on robust protection for premium content to support new, emerging business models for rich, interactive online experiences.”

Unprecedented Reach and Flexibility

Media companies are continuing to introduce new ways to connect users with premium content via online distribution channels. In order to create sustainable business models, these companies must find the right balance between access to and control over their content. Flash Access 2.0 provides a way to combine the unprecedented reach and interactivity of the Adobe Flash Platform with robust security and flexible usage rules so that businesses can enforce necessary constraints, such as limiting viewing to a given rental period.

“At Warner Bros., we are always looking for innovative ways to enable our audiences to enjoy online video,” said Darcy Antonellis, president, Warner Bros. Technical Operations. “We welcome the development of Adobe Flash Access, which will help create new possibilities for our current and future partners to deliver Warner Bros. content seamlessly and easily to Adobe Flash Player, expanding access to our entertainment online.”

Enterprises and educational institutions can also use Flash Access 2.0 to build solutions that meet their content protection needs, enabling them to distribute audiovisual content such as training material and corporate communications securely to employees, customers or partners.

Robust Protection for Premium Content

Using industry-standard cryptography, Adobe Flash Access 2.0 will provide a robust environment to protect content so it remains safe from tampering or capture throughout its lifecycle. Content can be securely bound to an individual device or to a domain, which may represent a household. Flash Access 2.0 now supports output protection, enabling content providers to specify requirements for protection of analog and digital outputs, providing additional safeguards against unauthorized recording.

Flash Access 2.0 supports distribution of standards-based MPEG 4 (H.264) content as well as the FLV file format through a variety of distribution mechanisms, including progressive download, streaming and download for local playback. Protected content can also be played back in rich Internet applications (RIAs) that run outside the browser using Adobe AIR™. Developers can create cross-operating system RIA solutions with Adobe AIR that include local libraries of content, advanced download managers, and highly interactive user interfaces.

Ease of Deployment and Integration

Adobe Flash Access 2.0 is offered as a Software Development Kit, enabling Internet-scale deployments and ease of integration into existing software and services such as order management, subscription databases, access control, and LDAP-based Active Directories. Flash Access will also be available as a Software as a Service (SaaS) through a number of Adobe partners that will offer hosted content protection solutions, leveraging their infrastructure across multiple clients and reducing time to market for content providers.

No. 1 Platform for Delivering Video on the Web

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 is on over 98 percent of connected computers and delivers approximately 80 percent of Web video worldwide. Major broadcasters and media companies including BBC, Disney.com, HULU and PBS utilize the Flash Platform to deliver video on demand and streaming content to viewers around the world. Flash technology is also used to deliver online streaming events on MLB.com and DirectTV and the platform powers social networks sites YouTube and MySpace.

Availability

Adobe Flash Access is planned for commercial availability the first half of 2010.

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