



Press/Analyst Contacts

Cari Gushiken
Adobe Systems Incorporated
408-536-6392
cgushike@adobe.com

Sherry Shen
A&R Edelman
650-762-2907
sherry.shen@ar-edelman.com

FOR IMMEDIATE RELEASE

Adobe Debuts Premiere Elements 8

New Automated Options Make Video Editing Effortless for Everyone

SAN JOSE, Calif. — Sept. 23, 2009 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Premiere® Elements 8 software for Windows®, the newest version of the No. 1 selling consumer video-editing software.* This major release enables users to easily create incredible movies, offering automated "smart" options that take the work out of video editing, easy-to-apply professional-quality effects and a new Organizer to manage all media in one convenient location.

"It's become easier than ever to shoot video on the fly, but most people don't realize it's just as easy to take raw clips and turn them into a movie that will impress friends and family," said Doug Mack, vice president and general manager of Consumer and Hosted Solutions at Adobe. "We want to take the intimidation factor out of video editing and empower users to get creative and personalize their videos. With the new Organizer and automated technology available in Premiere Elements 8, we created a dashboard full of features that will drive video projects forward in just a few simple clicks."

Create Impressive Movies Utilizing Smart Technology

Adobe Premiere Elements 8 offers users a new full-featured Organizer, a powerful media management hub for both video- and photo-related activities. It is now easier than ever for users to find, view and manage their media in one place. The Auto-Analyzer automatically analyzes and tags media so users can find the most interesting and highest quality content with ease. Users can also quickly tag footage while previewing it in full screen and automatically synch all their media across multiple computers.

In addition, Premiere Elements 8 offers new intelligent features that take the hard work out of video editing, making it simple to create impressive movies. SmartFix ensures that every clip looks its best by automatically fixing shaky footage and color and lighting problems; Smart Trim identifies and helps users get rid of the least interesting, lowest quality footage; and SmartMix seamlessly balances audio elements to give videos professional-quality sound throughout.

Users can also make their videos stand out by applying fun, professional-quality effects. With new motion-tracking capabilities, users can add graphics, text and effects – such as thought bubbles and motion blur – that automatically follow a subject within a scene. New movie themes and greater customization controls are available in InstantMovie, and

video creations can be shared with new interactive Online Album templates or via YouTube, mobile devices, DVD and Blu-ray Disc.

Plus Extends Software Capabilities

Premiere Elements 8 users can expand the creative possibilities of working with their videos by purchasing Plus. Benefits include 20GB of storage for automatic online backup and sharing (up to four hours of DVD-quality video or 15,000 photos), as well as ongoing delivery of step-by-step tutorials, tips and tricks, seasonal movie themes and effects delivered directly to the desktop software. Videos and photos can also be accessed anywhere with an Internet connection at Photoshop.com.

Pricing and Availability

Adobe Premiere Elements 8 is available now at www.adobe.com, and also will be available soon at retail outlets such as Amazon.com, Best Buy and Office Max. Premiere Elements 8 is available for US\$99.99, and users can purchase Plus from within the product for US\$49.99/year. Plus is available in the U.S. only.

Information about other language versions, as well as pricing, upgrade and support policies for other countries is available at www.adobe.com/go/premiereelements. For free training videos on Premiere Elements, visit Adobe TV at <http://tv.adobe.com>.

* Source: The NPD Group/Retail Tracking Service (Jan. 2007 to March 2009) based on units sold in the Video and Photo Editing Categories. Combined units sold for Premiere Elements and Photoshop® Elements & Premiere Elements bundle (North America only).

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Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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