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FOR IMMEDIATE RELEASE

Adobe ColdFusion 9 Now Available

ColdFusion Builder Beta 2 on Adobe Labs; ColdFusion in the Cloud in Private Beta

LOS ANGELES — Oct. 5, 2009 — At Adobe MAX, Adobe's worldwide developer conference, Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of Adobe® ColdFusion® 9, Adobe® ColdFusion® Builder™ Beta 2, and a private beta of the new ColdFusion 9 in the Cloud that will run in the Amazon Web Services environment and enable more developers to access the power of ColdFusion as a hosted service. ColdFusion 9, a powerful development technology for building dynamic Web sites and Internet applications, increases developer productivity, integrates with complex enterprise environments and delivers rich and interactive experiences for users. ColdFusion Builder Beta 2 is the next build of the new Eclipse™ based ColdFusion integrated development environment (IDE) used for rapidly developing ColdFusion applications.

ColdFusion 9 accelerates the development cycle by reducing complex and powerful business logic into a few lines of code. ColdFusion 9 applications easily access data from existing enterprise infrastructure including Microsoft SharePoint, Microsoft Office files and Java J2EE portlet standards. New ColdFusion 9 features include an Adobe® AIR® application for managing multiple ColdFusion servers from one location, saving performance time and reducing redundant tasks. ColdFusion 9 also offers local and remote database synchronization with Adobe AIR, giving users access to applications regardless of Internet connectivity. Also, deep integration with Hibernate's object relational mapping (ORM) provides developers with database independent applications.

"The ColdFusion 9 beta program was very successful and feedback on the new Eclipse-based IDE and its tight integration with the Adobe® Flash® Platform was overwhelmingly positive," said David Wadhvani, general manager and vice president of the Platform Business Unit at Adobe. "Today with the new cloud-based offering, developers and IT professionals can choose the best and most cost-effective method for their company when deploying rich Internet applications."

Adobe is helping their customers move to the Cloud with ColdFusion in two ways. New instance-based licensing with ColdFusion 9 enables developers to install ColdFusion 9 on virtual instances in the cloud environment of their choice to prototype, develop, test and host ColdFusion applications. Secondly, an Amazon Machine Image of ColdFusion 9 is now available as a private beta, which uses Amazon Elastic Compute Cloud (Amazon EC2) and Amazon Simple Storage Service (Amazon S3) technologies to provide highly scalable, highly reliable, on-demand technology resources.. For more information, please visit www.adobe.com/go/cf_cloud.

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"We are excited to continue our relationship with Adobe to help extend enterprise-scale environments in the Cloud to Adobe's growing developer base. By providing the ColdFusion developer community with access to its flagship ColdFusion 9 solution via Amazon Web Services, Adobe shows its continued dedication and support for enterprise developers worldwide," said Steve Rabuchin, General Manager of Developer Relations and Business Development for Amazon Web Services.

ColdFusion works seamlessly with the Adobe® Flash® Platform, 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. As a result, developers and IT professionals have more tools for creating rich user interfaces for their enterprise applications, all while integrating across their existing technologies.

ColdFusion Builder is a development tool that provides a unified, customizable and extensible development environment to code applications, manage servers and deploy projects. The Beta 2 delivers an enhanced feature set and development environment. Also, because ColdFusion Builder and Adobe® Flash® Builder™ are Eclipse-based, there is deep feature integration and enhanced workflow to generate client and server code. Developers can easily create rich interfaces and applications with ColdFusion server-side logic. ColdFusion Builder Beta 2 is available for download at <http://labs.adobe.com/technologies/coldfusionbuilder>.

"Once-differentiating capabilities of Web application development tools, such as cross-platform deployment and integration across a broad range of technologies and services, are becoming commoditized. As a result, developer productivity facilitated by Web application development tools and technologies emerges as a critical new factor for enterprises seeking cost-effective ways to build robust Web applications," said Eric Knipp, Senior Research Analyst for Gartner, Inc. "In addition, Web application development technologies supporting Cloud computing options enable enterprises to combine hosted services with their applications, potentially managing costs to achieve increased ROI."

Pricing and Availability

ColdFusion 9 is available in three editions. ColdFusion 9 Enterprise Edition is a high-performance solution for delivering multiple Web sites and applications on one or more servers, or on existing J2EE application server installations, for US\$7499 per 2-CPU. ColdFusion 9 Standard is an easy-to-manage configuration for single applications ideal for small to medium-sized businesses available for US\$1299 per 2-CPU. ColdFusion 9 Developer Edition, a full-featured server for development use only, is free. Low cost upgrade pricing is available to owners of valid ColdFusion 7 and 8 licenses starting from US\$649. ColdFusion 9 is immediately available for purchase online from the Adobe Store, directly from Adobe, and through Adobe's network of partners and resellers; learn more: www.adobe.com/products/coldfusion.

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