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FOR IMMEDIATE RELEASE

Adobe Photoshop.com Mobile Editor Now Available to Android Developers

Photoshop.com Mobile for Android 1.1 Update Also Provides Enhanced Editing Features

SAN JOSE, Calif., — March 5, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that third-party application developers now have access to the Photoshop.com Mobile for Android 1.1 editor, allowing them to easily make it a part of their applications. In addition, Photoshop.com Mobile for Android™ 1.1 is available, providing users of the Google Mobile™ operating system with quick and easy photo-editing and sharing capabilities. Photoshop.com Mobile for Android 1.1 enhances the camera-phone experience by providing a collection of new editing effects.

"Photoshop.com Mobile is the 'go-to,' photo editing application for iPhone and Android devices," said Doug Mack, vice president and general manager of Digital Imaging and Rich Media Solutions at Adobe. "Unlike iPhone, the Android platform allows us to make the Photoshop.com editor broadly available to developers so they can provide it within any application they are working on. Photoshop functionality can then easily be accessed from an online auction, real estate or social media application so users can quickly fix photos and make them look their best, before being showcased."

Developer Access to Adobe Technology

A new developer site now allows Android developers to leverage the Photoshop.com Mobile for Android 1.1 editor in the creation of other application workflows. The Web site provides access to Adobe technology and promotes an ecosystem where developers have more creative freedom when developing their software. Consumers in turn are offered even better applications for their phones. Additional information on integrating the Photoshop.com Mobile editor into Android applications can be found at <http://mobile.photoshop.com/android/developers.html>.

More Mobile Photo Editing Options

Photoshop.com Mobile for Android 1.1 advances mobile photo editing with eye-catching effects such as Vibrant, to boost photo colors, and Pop, which brings a 'pop art' style to images. The Soft Black and White, and Warm Vintage tools can be used to add a classic and aged effect to photos. With one touch, users can also apply dramatic changes to a photo's look and feel with Vignette Blur, White Glow and Rainbow. All edits and changes can be undone so consumers can liberally apply effects and know that their original photo is safe.

Photoshop.com Online Community

The latest updates for Photoshop.com Mobile can be found on [Facebook](#) & [Twitter](#). To join the conversation and contribute feedback, follow [@photoshopdotcom](#) on Twitter and use the hashtag [#PSdroid](#). Photoshop.com Mobile engineers are available now to answer any questions about developer access or the new update, and their responses will be added to the [Photoshop.com FAQ](#) blog post.

Adobe Photoshop Family

Building upon Photoshop's 20 year history of innovation and leadership, Adobe offers a line of Photoshop desktop and Web-hosted solutions for every level of user. Each product in the Photoshop® family gives users across the spectrum of digital expertise the power to manage, edit, create and showcase images.

Photoshop CS4 and Photoshop CS4 Extended software are at the heart of the Photoshop family, providing unrivaled power and editing freedom. Photoshop Lightroom® addresses the workflow needs of serious amateur and professional photographers, helping them find, manage, enhance and showcase images in powerful ways. Photoshop Elements software provides accessible tools and sharing options for photo enthusiasts. Snap-shooters can quickly and easily share and edit photos with simple gestures on their iPhone or Android devices. Photoshop.com completes the Photoshop line providing an online photo sharing, editing and hosting resource for all.

Pricing and Availability

Adobe Photoshop.com Mobile for Android 1.1 is available as a free download in all countries with Android Market in English only. To retrieve the update, launch the Android Market application via the Android device and search for "photoshop.com." More information on Photoshop.com Mobile for Android 1.1 can be found at <http://mobile.photoshop.com/android>.

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.

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