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FOR IMMEDIATE RELEASE

InDesign CS5 Powers the Transition to Digital Publishing

New Version Facilitates the Creation and Distribution of High-Impact Content in Print and Interactive Formats

SAN JOSE, Calif., — April 12, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® InDesign® CS5, a compelling new release of its versatile page layout software that allows users to efficiently deliver page layouts in print, online and on devices. As a new generation of tablet devices is poised to transform magazine, book and newspaper markets, Adobe InDesign CS5 enables creative professionals to deliver digital documents that include interactivity, animation, video and audio – connecting people to page content in innovative and memorable ways. Adobe InDesign CS5 will be available as a stand-alone application or as a component of Adobe Creative Suite® 5 Design Premium and Standard editions and Adobe Creative Suite 5 Master Collection (see separate releases).

"InDesign is a critical part of print publishing workflows and is already on the front lines as the publishing, media and advertising industries look to target emerging digital platforms," said David Burkett, vice president and general manager of Creative Solutions at Adobe. "As the industry looks to build profitable businesses around both print and digital media, we continue to innovate with InDesign, helping customers deliver beautiful, high-impact work that takes advantage of the opportunities offered by new mobile devices."

Create Powerful, Innovative Digital Documents

InDesign CS5 allows designers to create digital documents using their existing skill sets. When working directly in InDesign users can now add MP3 audio files, video, interactivity and animation without working in a timeline or writing code to deliver rich, interactive documents for the Flash Platform. The soon-to-be released Flash® Player 10.1 and Adobe AIR® 2 are optimized for high performance on mobile screens and designed to take advantage of native device capabilities for a richer, more immersive user experience. InDesign CS5 page layouts can be delivered on a variety of wireless devices from laptops to mobile phones. Enhanced support for industry standard EPUB file format enables delivery of eBooks to reading devices such as the Sony Reader, Barnes and Noble nook and tablets, including Apple iPad, with greater control over content ordering and styling.

"We depend on Adobe InDesign to produce every issue across our entire portfolio of magazines," said Rick Levine, vice president of editorial operations at Condé Nast. "It is essential to our creative process, and Creative Suite 5 will enable us to deliver that content to new platforms, engaging readers in a new experience."

Streamline Review Processes

New tools and services integrate with InDesign CS5 to make review processes more efficient. With Adobe CS Review, users can create and share document reviews online from within InDesign CS5. Colleagues and clients can comment using a Web browser with included annotation tools and their feedback can be viewed within the context of the InDesign page layout, making it easier to collaborate and meet project deadlines more efficiently. Adobe CS Review is part of Adobe CS Live*, a new set of five online services that accelerate and improve key aspects of the creative workflow. CS Live online services are complimentary for a limited time* and currently include: Adobe BrowserLab, Adobe CS Review, Acrobat.com, Adobe Story and SiteCatalyst® NetAverages™ from Omniture.

Do More in Less Time

Adobe InDesign CS5 allows users to create, edit and publish documents faster with a wealth of new and improved productivity and production features, including simplified object selection and editing, multiple page sizes in a single source file, track text changes in an InDesign document and an all new Layers panel that closely resembles the one in Adobe Illustrator® CS5 and Adobe

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Photoshop® CS5. New production features include Document Installed Fonts, PDF Export in the background and support for Adobe Bridge® inside InDesign CS5 through an easy access panel.

Customize Solutions with InDesign Publishing Family

InDesign CS5 leads a publishing product family that also includes Adobe InCopy® CS5 and InDesign CS5 Server. Adobe InCopy CS5 software is a professional writing and editing program that tightly integrates with InDesign CS5 to deliver a complete solution for collaborative editorial workflow. InDesign CS5 Server is a server version of the InDesign CS5 publishing engine that can be integrated into customized publishing solutions for automated design and publishing. New features in InDesign Server enable even greater opportunity to reduce downtime, shorten production cycles and automate publishing in more languages. The InDesign family of solutions can be fully extended to create customized solutions that scale to meet publishers' specialized needs and requirements.

Pricing and Availability

Adobe InDesign CS5 and Adobe InCopy CS5 are scheduled to ship within 30 days with availability through Adobe Authorized Resellers, the Adobe Store and Adobe Direct Sales. Estimated street price for Adobe InDesign CS5 will be US\$699 and US\$249 for Adobe InCopy CS5. Upgrade pricing and volume licensing are available. Adobe InDesign CS5 Server will also be available to qualified Adobe developer partners in April 2010 with pricing information available through qualified systems integrators and distributors. For more detailed information about features, OS support, upgrade policies, pricing and International versions, please visit www.adobe.com/go/indesignfamily.

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