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FOR IMMEDIATE RELEASE

Adobe Announces Creative Suite 5 Web Premium

Integrated Analytics from Omniture and Powerful Flash Capabilities Deliver Ultimate Toolset for Creating, Testing and Deploying Web Content

SAN JOSE, Calif., — April 12, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 5 Web Premium, a major new release of its award-winning suite of software for Web designers and developers that includes full-version upgrades of Adobe Flash® Professional, Adobe Dreamweaver®, Adobe Photoshop® Extended, Adobe Illustrator®, Adobe Fireworks®, and now Adobe Flash Catalyst™ and Flash Builder™. In addition to a complete Flash family of tools, Web Premium CS5 also features support for the most popular open source content management systems, access to Omniture® SiteCatalyst® and Omniture Test&Target™ from within Flash Professional and Dreamweaver and integration with new Adobe CS Live online services (CS Live online services are complimentary for a limited time).*

"By offering integration with Omniture solutions in our Dreamweaver and Flash tools, we're providing Web professionals and marketers with actionable, real-time intelligence about their online business," said John Loiacono, senior vice president and general manager of Creative Solutions at Adobe. "We're helping Web pros not only stay competitive but also reach the maximum audience by giving them the capabilities to deliver content across operating systems, browsers and multiple devices with a stunning set of Flash tools."

Web Premium CS5 is a comprehensive solution for Web professionals doing standards-based production, who need to implement Web analytics into their designs. The product also enables the creation of content and applications for the much anticipated releases of Flash Player 10.1 and Adobe AIR® 2, which are optimized for high performance on mobile screens and designed to take advantage of native device capabilities for a richer, more immersive user experience.

"Speed, flexibility and extensibility are three key factors to developing successful digital campaigns that engage and excite potential movie audiences," said JP Richards, vice president of digital marketing at Universal Pictures. "At Universal we reach our audiences where they are—online, offline or on their mobile devices—and with the new additions in Adobe Creative Suite 5 Web Premium, we'll be able to develop innovative content faster than before and track the metrics of our campaigns with the new Omniture integration capabilities."

Comprehensive Set of Flash Tools

New in Adobe Web Premium CS5 is a comprehensive set of Adobe Flash tools that can significantly boost productivity between designers and developers so they can quickly and confidently design for today's multi-screen environment with the reach and consistency of the ubiquitous Flash Platform. With Web Premium CS5, design organizations now get the added benefit of having all three unique Flash tools for their teams to work with: Flash Professional CS5 for Web designers creating immersive experiences; Flash Catalyst CS5 for designers creating application interfaces and design interaction; and Flash Builder 4 for developers who prefer to work primarily in code, creating rich Internet applications (see separate Flash release).

In Flash Professional CS5, Web designers benefit from the new Text Layout Framework, which provides professional-level typography capabilities with functions like kerning, ligatures, tracking, leading, threaded text block and multiple columns, as well as advanced multilingual typographic and layout features for more than 30 languages including Arabic, Hebrew, Chinese and Japanese. Also new in Flash Professional CS5 is a pre-built Code Snippets Panel, which allows designers to quickly inject code into projects for timeline navigation, actions, animation, audio and video. Using Flash Professional CS5, designers and developers can

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create, test and deliver Web content across a wide range of mobile platforms and devices such as smartphones, tablets, netbooks, smartbooks and other consumer electronics. They can deploy content in the browser with Flash Player 10.1 and as a standalone application with AIR 2. In addition, users can now build AIR applications using the new Packager for iPhone tool preview, a component of Flash Professional CS5, which can be deployed on the iPhone and iPad (subject to Apple's requirements and approval) with future device support planned for Android, BlackBerry and Palm webOS.

Support for PHP and Faster Page Updates

Web Premium CS5 delivers new support in Dreamweaver CS5 for popular third-party PHP-based content management systems like Drupal, Joomla! and WordPress, allowing designers to get accurate views of dynamic Web content from within Dreamweaver. Another productivity enhancement in Dreamweaver CS5 is the Dynamic Related Files feature, which speeds page updates and simplifies management of complex sites by providing direct access to all of a given Web page's related files. Also included is an expanded version of the popular Live View feature to allow for quick and accurate checks of code and CMS design themes. Dreamweaver CS5 also includes an extension for Adobe Business Catalyst, an online service that Web designers can use to deliver powerful online businesses without having to do back-end coding, at a fraction of the traditional time and cost.

Review and Test Designs with Greater Efficiency

Web Premium CS5 also integrates with the new Adobe CS Live*, a set of five online services that accelerate key aspects of the creative workflow. CS Live online services are complimentary for a limited time and currently include Adobe BrowserLab, which eliminates the need for extra resources previously required for operating system and browser compatibility testing, Adobe CS Review, Acrobat.com, Adobe Story and SiteCatalyst NetAverages™ from Omniture.

Flash and Dreamweaver Integration with Adobe Omniture Solutions

Web Premium CS5 includes new integration with the Omniture SiteCatalyst and Omniture Test&Target services for robust measurement and optimization capabilities from directly within the creative workflow. New SiteCatalyst extensions are available for Flash Professional, enabling users to create, import/export services, and apply and edit trackers without code. The new Test&Target extensions are available for Flash Professional CS5 and Dreamweaver CS5, so users can create personalized and relevant digital marketing campaigns, optimize experiences and offers, as well as track success metrics.

Pricing and Availability

Adobe Creative Suite 5 Web Premium is scheduled to ship within 30 days with availability through Adobe Authorized Resellers, the Adobe Store and Adobe Direct Sales. Estimated street price for Adobe Creative Suite 5 Web Premium is expected to be US\$1799. Upgrade pricing and volume licensing are available. Web Premium CS5 integrates with Adobe CS Live services, which are complimentary for a limited time.* For more detailed information about features, OS support, upgrade policies, pricing and international versions, please visit www.adobe.com/go/creativesuiteweb.

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