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FOR IMMEDIATE RELEASE

Adobe Ships Creative Suite 5

Breakthrough Interactive Design Tools and Innovative Online Services Maximize Impact of Creative Content and Digital Marketing Campaigns

SAN JOSE, Calif., — April 30, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the immediate availability of the Adobe® Creative Suite® 5 product family, the highly-anticipated release of the industry-leading design and development software for virtually every creative workflow. With more than 250 new product features, the Creative Suite 5 product line brings exciting full-version upgrades of flagship creative tools and workflow enhancements to designers and developers — enabling the creation, delivery and optimization of content across media for greater impact and results.

The Adobe CS5 product family is powering the creation of content and applications for the upcoming 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. Featuring integration with online content and digital marketing measurement and optimization capabilities for the first time, Creative Suite 5 products include access to signature Omniture® technologies, to capture, store and analyze information generated by websites and other sources. Adobe Creative Suite 5 products also integrate with Adobe CS Live*, a set of five innovative online services that accelerate key aspects of the creative workflow and enable designers to focus on creating their best work (CS Live services are complimentary for a limited time).

The Creative Suite 5 line-up includes five new versions: Creative Suite 5 Master Collection, Creative Suite 5 Design Premium, Creative Suite 5 Web Premium, Creative Suite 5 Production Premium, Creative Suite 5 Design Standard, as well as 15 point products and associated technologies. Creative Suite now includes a brand-new component, Adobe Flash® Catalyst™, a professional interaction design tool that allows designers to rapidly create expressive Web application interfaces and design interaction without writing code.

"We've seen from early customer reaction that Creative Suite 5 continues to inspire the design and developer world by combining time-saving workflow and productivity features with astonishing new capabilities, such as Content-Aware Fill in Photoshop CS5, that really push the creative envelope," said John Loiacono, senior vice president of Creative Solutions at Adobe. "Whatever the media, CS5 is ensuring that publishers and creatives can deliver stand-out work and build great businesses around their unique digital assets and content."

Also available as part of the Creative Suite 5 product family, sold separately or in one of the five Creative Suite editions, are new versions of the Adobe Creative Suite tools, including Photoshop® CS5, Illustrator® CS5, InDesign® CS5, Flash Catalyst CS5, Flash CS5 Professional, Dreamweaver® CS5, Adobe® Premiere® Pro CS5, After Effects® CS5 and more.

The Creative Suite 5 products offer more than 250 new features that embrace interactivity, enhance performance and maximize the impact of creative content and digital marketing campaigns. InDesign CS5 powers the transition to digital publishing with new interactive documents and enhanced electronic reader device support. Image creation and editing get a boost with Truer Edge technology in Photoshop CS5, which offers better edge detecting technology and masking results in less time. Photoshop CS5 also includes the ability to remove an image element and immediately replace the missing pixels with Content-Aware Fill. New stroke options allow Adobe Illustrator CS5 users to create strokes of variable widths and precisely adjust the width at any point along the stroke. New Text Layout Framework in Flash Professional CS5 provides professional-level typography capabilities with functions like kerning, ligatures, tracking, leading, threaded text block and multiple columns. In addition, Dreamweaver CS5 now supports popular content management systems Drupal, Joomla! and WordPress, allowing designers to get accurate views of dynamic Web content from within the product.

Performance improvements abound in the Creative Suite 5 product line with engineering breakthroughs, including native 64-bit support on both Mac and Windows® in Adobe Photoshop, Adobe Premiere Pro and After Effects, that allows users to work more fluidly on high-resolution projects. The much anticipated NVIDIA® GPU-accelerated Adobe Mercury Playback Engine allows Adobe Premiere Pro CS5 users to open projects faster, refine effects-rich HD sequences in real time and play back complex projects without rendering. The revolutionary timesaving Roto Brush tool in After Effects helps users isolate moving foreground elements in a fraction of the normal time.

Accelerate Creative Workflows with Adobe CS Live

Adobe Creative Suite 5 products integrate with Adobe CS Live*, a set of five online services that accelerate key aspects of the creative workflow and enable designers to focus on creating their best work. 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. Adobe CS Review enables online design reviews from directly in Creative Suite 5 applications, while Adobe BrowserLab is an indispensable tool for testing website content across different browsers and operating systems. NetAverages provides Web usage data that helps reduce the guesswork early in the creative process when designing for Web and mobile. Adobe Story is a collaborative scriptwriting tool that improves production and post-production workflows in CS5 Production Premium. Access to Acrobat.com services, such as Adobe ConnectNow Web conferencing, is also included to enhance discussion and information exchange with colleagues and clients around the globe.

Create and Deliver to More Mobile Platforms

Using Flash Professional CS5, designers and developers can create, test and deliver Web content across a wide range of mobile platforms and devices such as smartphones, tablets, netbooks and other consumer electronics. Users can look forward to deploying content in the browser with Flash Player 10.1 and as a standalone application with AIR 2.

Pricing and Availability

Adobe Creative Suite 5 products and its associated point products are now immediately available through Adobe Authorized Resellers, Adobe Direct Sales and the Adobe Store at www.adobe.com/store. Estimated street price for the suites is US\$1899 for CS5 Design Premium, US\$1799 for CS5 Web Premium, US\$1699 for CS5 Production Premium, US\$1299 for CS5 Design Standard and US\$2599 for Master Collection CS5. Upgrade pricing, volume licensing and education discounts are available. Adobe CS5 products integrate with Adobe CS Live online 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/creativesuite.

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This press release contains forward looking statements, including those related to Adobe's future product plans, which involve risks and uncertainties that could cause actual results to differ materially. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not undertake an obligation to update forward looking statements.

* This product may allow you to extend its functionality by accessing certain features that are hosted online, including CS Live online services ("Online Services"), provided you have a high-speed Internet connection. The Online Services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the Online Services is governed by separate terms of use and by the Online Privacy Policy, and access to some services may require user registration. Some Online Services, including services that are initially offered at no charge, may be subject to additional fees and require a separate subscription. For more details and to review the applicable terms of use and Online Privacy Policy, visit www.adobe.com. For more information about CS Live online services, see www.adobe.com/go/cslive.