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FOR IMMEDIATE RELEASE

Adobe Unveils Digital Viewer Technology for Magazines

Revolutionary WIRED Reader Application Delivered Through New Adobe Digital Publishing Technologies

SAN JOSE, Calif., — June 1, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) has unveiled a new digital viewer technology that enables print publishers to bring stunning digital versions of their magazines to life. This new publishing software was developed with input from Condé Nast's WIRED magazine, a publication that recently debuted a digital edition for Apple iPad, utilizing the new digital viewer technology. WIRED's June issue Reader application, now available through the Apple iTunes App Store, is built using Adobe's digital viewer software.

"Adobe's work with WIRED has resulted in a digital magazine format that creates an immersive experience, allowing a publication's unique content, look and feel and advertising to stand out in the digital realm," said David Burkett, vice president and general manager, Creative Solutions at Adobe. "We aim to make our digital viewer software available to all publishers soon and plan to deliver versions that work across multiple hardware platforms. It's safe to say that if you are already working in InDesign CS5, you'll be well on your way to producing a beautiful digital version of your publication."

With engaging, interactive features and a fresh navigational metaphor, the WIRED Reader showcases the capabilities of Adobe's new digital viewer technology, allowing readers to experience video content, slide-shows, 360 degree images and rotate content in vertical and horizontal modes. Designed by the award-winning print team, the WIRED Reader goes several steps further, taking advantage of the tablet form factor and enabling readers to explore magazine content using touch gestures, including a zoomed-out browse mode, to see the content of the issue at a glance. Readers are able to experience the design fidelity of a print magazine, with the dynamic interactivity of digital media.

The viewer technology also promises a new advertising paradigm. With the WIRED Reader major corporations are already using the new interactive features to deliver high-impact brand campaigns. These advertisements encourage readers to interact with each brand, integrate seamlessly with the content and keep readers within the magazine experience. Adopting this new digital magazine medium, publishers have the opportunity to expand their advertising inventory and by reaching readers in new ways, increase circulation and deliver incremental digital revenue.

"Our partnership with Adobe allowed us to re-imagine and rebuild a print issue into an amazing digital magazine experience on iPad," said Thomas J. Wallace, editorial director of Condé Nast. "WIRED's visionary execution of Adobe technology expands the potential of this new medium for all Condé Nast magazines. Our work with Adobe is just beginning. We expect to use this technology to deliver more of our publications over the coming months."

Created with Adobe® InDesign® CS5 and additional Adobe publishing technologies, the WIRED Reader showcases how Adobe is enabling magazine and other publishers to deliver groundbreaking experiences across tablets, smartphones and other devices. Soon, the company plans to deliver software on Adobe Labs that will help publishers to transform InDesign CS5 layouts into compelling applications like WIRED Reader. Because this digital magazine solution integrates tightly with Adobe Creative Suite® 5, publishers can expect to leverage their existing workflow investments and designer skills.

The WIRED Reader can be downloaded from Apple iTunes App Store and costs US\$4.99.

To learn more about the Adobe's digital publishing platform for magazines, eBooks and newspapers go to:
www.adobe.com/go/digitalpublishing

To view a video of the WIRED Reader on iPad, visit: <http://tv.adobe.com/watch/xd-inspire/introducing-wired-on-ipad>

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