

Press Contacts

Denise Styerwalt
Adobe Systems Incorporated
408-536-6393
dstyerwa@adobe.com

Christine C.N. Wright
Edelman
415-385-4988
christine.wright@edelman.com

FOR IMMEDIATE RELEASE

Adobe Introduces Creative Suite 5.5 Product Line

Significant Mid-Cycle Product Release Delivers Essential Innovation Across Flash, HTML5, Video, Mobile App and Digital Publishing Tools; Company Introduces New Subscription Payment Plan and Brings Tablets into Creative Workflows

SAN JOSE, Calif., — April 11, 2011 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the new Adobe® Creative Suite® 5.5 product line (see separate releases), enabling designers and developers to target popular and emerging smartphone and tablet platforms, as the revolution in mobile communications fundamentally changes the way content is distributed and consumed. Substantive advances to HTML5, Flash authoring, digital publishing and video tools as well as new capabilities that kick-start the integration of tablets into creative workflows, anchor the new Adobe Creative Suite 5.5 product family.

This launch marks a major change to Adobe's product release strategy for Creative Suite, the industry-leading design and development software for virtually every creative workflow across print, video, mobile and online media. Adobe now plans to have milestone Creative Suite product introductions at 24-month intervals and – starting with Creative Suite 5.5 – significant mid-cycle releases designed to keep the worldwide creative community ahead of the latest advances in content authoring.

Today also sees Adobe debut an affordable and flexible subscription-based pricing plan, attractive to customers that want to get current and stay current on Creative Suite products, have project-based needs, or try the software for the first time. New Subscription Editions ensure customers are always working with the most up-to-date versions of the software, without the upfront cost of full pricing. With subscription pricing customers can use flagship products, such as Adobe Photoshop® for as little as US\$35 per month, Adobe Design Premium CS5.5 for US\$95 per month, Adobe Creative Suite 5.5 Master Collection for US\$129 per month.

"Creative Suite 5.5 will drive the development of new digital experiences across devices, including all major smartphones and tablets," said Shantanu Narayen, president and chief executive officer, Adobe. "As publishers, media companies, advertisers and enterprises transform the way they develop and distribute their content, Adobe will be there to support them with technology innovations in content creation, management, measurement and distribution."

Mobile Development for Android, BlackBerry Tablet OS and iOS

The new Creative Suite 5.5 Web Premium Suite (see separate release) is packed with innovations in HTML5 and Adobe Flash authoring tools, empowering customers to create, deliver and monetize rich content and applications for virtually any screen. This release helps enable designers and developers to deliver mobile applications on Android™, BlackBerry® Tablet OS, iOS and other platforms; create rich browser-based content across screens using HTML5; and leverage Flash Player to deliver premium video content, casual games and rich Internet applications. Creative Suite 5.5 comes at a time when mobile devices are exploding in terms of sales and capabilities; radically altering the way content and applications are developed and consumed. With the launch of Adobe Flash® Builder™ 4.5 Premium (available in Creative Suite 5.5 Web Premium) and the Flex® 4.5 framework, developers can easily develop and deploy mobile applications to more than 200 million smartphones and tablets by the end of 2011.

Flash Enabled Devices on the Rise

With more than 131 million smartphones expected to have Flash Player installed by the end of the year, Adobe Flash makes it possible to bring rich content to desktops and devices inside the browser. Flash Player is supported on Android, HP webOS and Google TV today. BlackBerry Tablet OS, upcoming versions of Windows Phone, Samsung SmartTVs and others are expected to

Adobe Introduces Adobe Creative Suite 5.5 Product Line

support Flash Player in the near future. For more information about the Adobe Flash Platform, visit: www.adobe.com/flashplatform.

Access Latest Advances in Digital Publishing

Creative Suite 5.5 Design Premium Suite (see separate release) builds upon Adobe's recent product innovations in digital publishing, already deployed by some of the world's leading magazine and business publishers to create stunning digital editions for tablet devices. Using Adobe InDesign® CS5.5, in combination with the integrated Folio Producer toolset, designers can add new levels of interactivity to their page layouts targeted to tablet devices. Documents can include video, audio, panoramic views, 360-degree object rotation, pan and zoom of images, integration of HTML and HTML5 content and other interactive overlays, leading to a much more robust and engaging reading experience. Creative Suite 5.5 complements Adobe Digital Publishing Suite to support publication, sale and analysis of content on an array of tablet devices.

Integrating Tablet Devices into Creative Workflows

With today's announcements, Adobe is extending the creative process beyond the desktop by helping integrate tablet devices into creative workflows. The new Adobe Photoshop Touch Software Development Kit (SDK) enables developers to build tablet applications that interact with Photoshop from Android, BlackBerry PlayBook and iOS devices. Adobe also announced three new iPad applications that demonstrate the creative possibilities of using tablets to drive common Photoshop workflows – Adobe Color Lava for Photoshop, Adobe Eazel for Photoshop and Adobe Nav for Photoshop (see separate press release).#

Powerful New Video Capabilities

For video and audio professionals, Adobe Creative Suite 5.5 Production Premium Suite (see separate release) delivers breakthrough performance, workflow improvements, creative innovations and powerful new audio editing capabilities that build upon the huge customer momentum Production Premium is experiencing with broadcasters, filmmakers and video professionals worldwide. In just one of the innovations, the powerful Adobe Mercury Playback Engine, introduced in Adobe Premiere® Pro CS5, broadens its graphics processing unit (GPU) hardware support to include laptops and more supported cards, allowing users to open projects faster, get real-time feedback and work more smoothly at higher resolutions.

Accelerate and Optimize Creative Workflows

Adobe Creative Suite 5.5 products integrate with Adobe CS Live*†, a set of online services that accelerate key aspects of the creative workflow and enable designers to focus on creating their best work. CS Live online services include: Adobe BrowserLab; Adobe CS Review; Acrobat.com; Adobe Story; and Adobe SiteCatalyst® NetAverages™.

The new Creative Suite product lineup is headlined by Adobe Creative Suite 5.5 Master Collection, which includes, in a single package, all of Adobe's industry-defining creative tools, such as Photoshop, Illustrator®, InDesign, Acrobat®, Flash Builder, Flash Catalyst®, Flash Professional, Dreamweaver®, Adobe Premiere Pro and After Effects®. These products are available separately or as components of one or more of the five Creative Suite editions. The complete Creative Suite 5 lineup includes Creative Suite 5.5 Master Collection, Creative Suite 5.5 Design Premium, Creative Suite 5.5 Web Premium, Creative Suite 5.5 Production Premium and Creative Suite 5.5 Design Standard.

Pricing and Availability

Adobe Creative Suite 5.5 products are scheduled to ship within 30 days, with availability through Adobe Authorized Resellers, the Adobe Store at www.adobe.com/store in North America and Adobe Direct Sales. Estimated street price for the suites is expected to be US\$2599 for CS5.5 Master Collection, US\$1899 for CS5.5 Design Premium, US\$1799 for CS5.5 Web Premium, US\$1699 for CS5.5 Production Premium and US\$1299 for CS5.5 Design Standard. Upgrade pricing and volume licensing are available.

By subscribing to Creative Suite, customers can choose a one-year subscription plan for lower payments or a month-to-month subscription for greater flexibility. For more information about Subscription Editions, visit: www.adobe.com/go/cssubscription.

Education pricing for students, faculty and staff in K-12 and higher education is available from Adobe Authorized Education Resellers and the Adobe Education Store at www.adobe.com/education/purchasing/education_pricing.html. More information regarding education volume licensing for higher education and K-12 institutions can be viewed at www.adobe.com/aboutadobe/volumelicensing/education.

Adobe Introduces Adobe Creative Suite 5.5 Product Line

For more detailed information about features, OS support, upgrade policies, pricing and international versions please visit: www.adobe.com/go/creativesuitemaster.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

###

© 2011 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Creative Suite, Flash, Photoshop, Flash Builder, Flex, InDesign, Premiere, SiteCatalist NetAverages, Illustrator, Acrobat, Flash Catalyst, Dreamweaver and After Effects are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Android is a trademark of Google Inc. All other trademarks are the property of their respective owners. Prices listed are the Adobe direct store prices; reseller prices may vary. Prices do not include tax or shipping and handling.

‡ Wireless Internet connection required. Mobile and tablet applications require a separate download and agreement to additional terms. Such applications may not be available in all countries or languages and may be subject to change or discontinuation without notice. Additional fees or subscription charges may apply.

* CS Live online services are complimentary for a limited time. See www.adobe.com/go/CSLive for details.

† Adobe online services, including Adobe CS Live Services, are available only to users age 13 and older and require agreement to additional terms and Adobe's online privacy policy (available at www.adobe.com/go/terms). Online services are not available in all countries or languages, may require user registration and may be subject to change or discontinuation without notice. Additional fees or subscription charges may apply.

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.