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FOR IMMEDIATE RELEASE

Adobe Acquires IRIDAS Technology

Company Extends Leadership in Professional Video with the Acquisition of Premium Tools for Digital Color Grading and Enhancement

SAN JOSE, Calif. and AMSTERDAM, Netherlands — Sept. 8, 2011 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced at the IBC 2011 Conference and Exhibition that it has acquired certain assets of privately held IRIDAS, a leader in high-performance tools for digital color grading and enhancement of professional film and video content, including stereoscopic technology. Color grading is an essential component of finalizing professional film and television content and is becoming an increasingly important part of modern content creation with the advent and rapid growth of High Dynamic Range (HDR) video.

With the addition of IRIDAS technology, Adobe® Creative Suite® Production Premium and Adobe Creative Suite Master Collection, the world's leading video tools for professionals, are expected to gain a comprehensive set of tools so video editors can manipulate color and light for any type of content, including professional film and television. The addition of premier color grading tools exemplifies Adobe's commitment and leadership in the digital film and video space.

"Adobe has set the standard for rich communication and collaboration across all media and we've been rapidly innovating on solutions for professional filmmakers," said Jim Guerard, vice president and general manager for professional video and audio, Creative and Media Solutions Business Unit, Adobe. "The integration of IRIDAS' leading color grading technology helps us continue to deliver high quality tools and redefines how professionals in the motion picture and video industry view, manipulate, enhance and produce their digital creations from script to screen."

The addition of IRIDAS technology includes SpeedGrade, an award-winning toolset for Stereo 3D, RAW processing, color grading and finishing of digital content. IRIDAS offers the only non-destructive tools for primary and secondary color correction that are optimized for multi-core CPU and GPU performance, paralleling the industry-leading speed and efficiency of the Adobe Premiere® Pro and Adobe Mercury Playback Engine software.

"Joining forces with Adobe provides us with an amazing opportunity to get our technology into more peoples' hands," said Lin Sebastian Kayser, chief executive officer, IRIDAS. "Adobe has demonstrated real commitment to the professional film and video market with its recent releases and has a known track record of integrating acquired technologies. With the addition of our color grading technology I believe Production Premium can lead the HDR video and stereoscopic charge as the film and professional video industry evolves."

Forward-Looking Statements Disclosure

This press release includes forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995, that are subject to risks, uncertainties and other factors, including risks and uncertainties related to Adobe's ability to successfully address the market for digital color grading. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including statements regarding: the ability of Adobe to address the market for digital color grading and the growth of this market and other anticipated benefits of the transaction to Adobe; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. These risks, uncertainties and other factors, and the general risks associated with Adobe's business, could cause actual results to differ materially from those referred to in the forward-looking statements. The reader is cautioned not to rely on these forward-looking statements. All forward-looking statements are based on information currently available to Adobe and are qualified in their entirety by this cautionary statement. For a discussion

of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not assume any obligation to update any such forward-looking statements or other statements included in this press release.

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