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FOR IMMEDIATE RELEASE

# Adobe Announces Agreement to Acquire Nitobi, Creator of PhoneGap

## Open Source HTML5 Mobile App Platform Accelerates Adobe's HTML5 and Web Standards Strategy

LOS ANGELES — Oct. 3, 2011 — At its MAX 2011 technology conference, Adobe Systems Incorporated (Nasdaq: ADBE) today announced it has entered into a definitive agreement to acquire privately held Nitobi Software, the creator of PhoneGap and PhoneGap Build. PhoneGap is a popular open source platform for easily building fast, cross-platform mobile applications with HTML5 and JavaScript. With PhoneGap, Adobe® will offer developers the choice of two powerful solutions for cross-platform development of native mobile apps, one using HTML5 and JavaScript with PhoneGap and the other using Adobe Flash® with Adobe AIR®. PhoneGap's open source framework has been downloaded more than 600,000 times to date and thousands of applications built using PhoneGap are available in mobile app stores that span devices based on Android, iOS, BlackBerry and other operating systems.

"PhoneGap has proven to be an industry-defining app solution for HTML5 developers," said Danny Winokur, vice president and general manager, Platform, Adobe. "PhoneGap is a fantastic solution for developing a broad range of mobile apps using the latest Web standards, and is already integrated with Dreamweaver® CS5.5. It's a perfect complement to Adobe's broad family of developer solutions, including Adobe AIR, and will allow us to continue to provide content publishers and developers with the best, cutting-edge solutions for creating innovative applications across platforms and devices."

"Adobe has always been a big supporter of the open source community and at the forefront of enabling rich, Web based applications across screens," said Andre Charland, chief executive officer, Nitobi. "We share the same philosophy about enabling extraordinary mobile and Web applications. Becoming part of the Adobe family with its industry-leading tools and technologies opens up amazing new opportunities for PhoneGap and our customers."

"We are also excited to announce our contribution of the PhoneGap code to the Apache Software Foundation," said Dave Johnson, chief technology officer, Nitobi. "Adobe has been fully supportive of our decision, further demonstrating Adobe's continued commitment to the developer and open source communities. The Apache Software Foundation's model makes it possible for contributors to collaborate on open source product development and Adobe and Nitobi look forward to engaging with other community members to advance the PhoneGap technology."

Nitobi is based in Vancouver, Canada and Nitobi's employees are expected to join Adobe. The acquisition is subject to certain closing conditions and is expected to close by the end of October 2011. Terms were not disclosed.

Adobe today also released its third public preview of Adobe Edge, the new HTML5 motion and interaction design tool that is bringing Flash-like animation to websites and mobile apps using the latest capabilities of HTML, JavaScript and CSS. The new release contains innovative interactivity features and other additions suggested by the development community, and enables content creators to easily deliver a new level of visual richness to HTML5-only websites and mobile apps.

Adobe has also extended existing tools like Adobe Dreamweaver and Flash Professional to bring the next generation of Web standards to designers and developers who rely on those tools. Adobe today released the new CSS3 Mobile Pack for Adobe

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Fireworks®, which will enable designers to easily extract CSS3 from their design elements in Fireworks and quickly add them to their HTML based websites and mobile applications.

Adobe continues to work closely with the HTML5 community to make important contributions to the W3C and key open source projects like WebKit and JQuery. Adobe has co-authored with Microsoft and submitted to the W3C a proposal for CSS Regions, which enables sophisticated magazine-like layouts using Web standards. Adobe has also contributed a preliminary implementation of CSS Regions to the open source WebKit layout engine, which is already available in the latest builds of Chromium and the WebKit browser. Microsoft has made an implementation available in the latest preview release of Internet Explorer 10. In addition, Adobe today introduced a new proposal to the W3C, co-edited with other W3C members, called CSS Shaders that brings cinematic visual effects to HTML. Finally, Adobe announced that jQuery Mobile 1.0, a popular touch-optimized open source JavaScript framework to which Adobe is a leading contributor, was just made available as a Release Candidate (RC1) this week. Concurrent with this release will be a new version of ThemeRoller, which Adobe has rebuilt from the ground up to enable users to design custom jQuery user interface themes for tight integration in mobile Web projects.

### 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 markets for HTML5 tooling and Web standards. 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 markets for HTML5 tooling and Web standards and the growth of these markets 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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