



For Immediate Release

Photoshop Elements Adobe's First Application to Carry "Designed for Windows XP" Logo Certification

- First Adobe product to carry the "Designed for Windows XP" logo
- Easy to prepare images for both Print and Web
- Flexible image capture and output options

25th October 2001

Adobe Systems Incorporated, the leader in network publishing, today joined Microsoft Corp. to support the launch of Windows XP and announce the first Adobe product to carry the "Designed for Windows XP" logo.

Photoshop Elements software is Adobe's award-winning digital imaging solution designed specifically for business users, amateur photographers, hobbyists and education users. The current version of Photoshop Elements has been certified as meeting the quality standards of Microsoft's Designed for Windows XP logo program.

"Adobe constantly aims to meet the needs of its customers in an ever changing publishing environment," said Jordan Reizes, Marketing Manager, Adobe Systems, Australia and New Zealand. "Supporting Windows XP introduces new opportunities for customers to have one unified computing experience that looks great, is reliable and is easier to use and support."

"Windows XP provides a tremendous platform for extending the capabilities of the operating system to provide users with the best computing experience," said Chris Jones, vice president of Windows XP at Microsoft. "Adobe is helping users to fully unlock the potential of their PCs - both at home and at work."

According to Reizes, current users of Adobe applications on Windows XP will not experience any functionality differences between that and previous versions of Windows operating systems. "In the future, Adobe's premiere products will be designed specifically for Windows XP, in order to fully utilise the digital imaging and digital video capabilities distinguishing the new Windows XP platform," he said.

Pricing and Availability

Photoshop Elements is available for an estimated street price of \$229.00 (including GST). Information on Photoshop Elements and other Adobe products is available at adobe.com.au.

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Further information about Adobe is available at www.adobe.com.au.

About Adobe

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second-largest PC software company in the U.S., with annual revenues exceeding \$1.3 billion.

Issued on behalf of Adobe Systems Pty Ltd, Level 4, 67 Albert Ave, Chatswood 2067
by Blackie McDonald.

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