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FOR IMMEDIATE RELEASE

All-New Adobe Express with Firefly Brings Generative AI to Millions More Creators Worldwide
with General Release

Adobe Express integrates with Firefly generative AI capabilities, making it fast, easy and fun for users to design and share standout content

- All-new Adobe Express with Adobe Firefly and AI-powered features makes it fast, easy and fun for users across all skill levels to create social media posts, videos, images, PDFs, flyers, logos and more
- Firefly generative AI now supports 100+ languages, making it even easier for Express users around the world to generate extraordinary images and text effects in the language of their choice
- Express is the perfect web complement to Adobe's flagship applications across Creative Cloud, Document Cloud and Experience Cloud

HONG KONG — August 17, 2023 — Adobe (Nasdaq:ADBE) showcased the exciting momentum of the all-new Adobe Express, announcing the general availability for desktop web and the expansion of Adobe Firefly language support to over 100 languages. The latest version of the AI-first, all-in-one content creation app with Firefly generative AI capabilities is revolutionizing creative expression, making it fast, easy and fun for users of all skill levels to design and share standout content.

The groundbreaking innovations in Express bring the power and precision of Adobe's popular photo, design, video, document and generative AI tools into a new AI-first, all-in-one editor, making tasks like creating stunning social video content, touching up images, importing and editing PDFs and laying out amazing designs, fast and easy.

Express is being used by millions of users globally—spanning all skill levels—to create captivating social video content, visually stunning documents, engaging school presentations and much more. With Firefly generative AI now supporting 100+ languages with support prompts, it's even easier for Express users to generate high-quality images, create stunning text effects, streamline workflows and improve productivity in their language of choice, all within Express. These new AI-driven features are available now on desktop web, with the latest version of Express coming to mobile soon.

"With groundbreaking innovations and AI at the core of Express, we're empowering an ever-expanding user base with an AI-first, all-in-one tool that makes content creation fast, easy and fun," said Govind Balakrishnan, senior vice president, Express Product and Digital Media Services at Adobe. "The all-new Express is revolutionizing how ideas come to life and we're just getting started with exciting AI-driven innovations across image creation, design, video, audio, PDFs and more still to come."

Express is the perfect web complement to Creative Cloud, Experience Cloud and Acrobat
Whether you're a Student, Creative Professional, Communicator, Small Business or Enterprise, Express has it all. *Creative Cloud* memberships include the full paid version of Express Premium. CC members can easily access, edit, and work with creative assets from Photoshop and Illustrator directly, or add linked files into Express that always stay in sync across apps. Users can also import and enhance PDFs quickly and easily in Express, adding eye-catching text, images, backgrounds, brand logos and more to uplevel any document. Express enables users to collaborate in real-time, and action quick tasks for social media creations or concept approval, all while empowering teams to stay on brand.

For *enterprises*, Express bridges workflows between creative professionals and marketers through integrations into Creative Cloud applications as well as Experience Manager, Adobe's world-class CMS solution in Adobe Experience Cloud. Seamless integrations democratize creativity beyond design teams, and enable organizations to create, collaborate and deliver content velocity at scale. With Firefly for Enterprise, any employee across an organization can generate beautiful, on-brand, ready-to-share content that can be seamlessly edited in Express, and tagged with Content Credentials, bringing critical trust and transparency to digital content wherever it travels. *Small and medium business owners* can now easily plan, schedule, preview and publish standout content, all from one place. More than 56M *students and educators* around the world already have access to Express to collaborate in real-time to create stunning digital portfolios, shared projects, flyers, flashcards, animated videos and more.

Latest Innovations in Express

- **New all-in-one editor** gives users the ability to make high-impact design elements, engaging video and images, stunning PDFs, animation, and standout content ready for Instagram, TikTok and all their favorite channels and platforms.
- **Firefly** integrated into Express makes it possible to quickly generate custom images and text effects from **text prompts in over 100 languages and use them in a commercially safe way.**
- **New video, multiple page templates, and design elements** bring even more inspiration to the largest collection of beautiful, high-quality content, now with nearly 200 million assets including video and design templates, royalty-free Adobe Stock images, video and audio assets, almost 22,000 fonts, plus more icons, backgrounds, and shapes.

- **PDF support** in the new all-in-one editor makes it even easier to import, edit and enhance documents to create visually stunning PDFs.
- **More AI-power** helps creators to take the guesswork out of design, and quickly find the perfect addition to content or get personalized template recommendations that fit unique styles, to create social media posts, videos, posters, flyers and more.
- **Quick actions** like remove background in images and videos, animate a character using just audio, convert to GIF, and edit PDFs, makes it even easier to create standout content quickly and simply.
- Real-time collaboration and **seamless review and commenting capabilities** add speed to the creation process. Easily access, edit, and work with creative assets from Photoshop and Illustrator directly within Express, or add linked files that always stay in sync across apps.
- **Animations like Fade In, Pop, Flicker, Bungee** bring text, photos, videos, and assets to life in a new way. With Animate from Audio, powered by Adobe Character Animator, watch characters come to life with lips and gestures syncing to recorded dialogue.

Availability

Users can access Express for desktop for free with the mobile version coming soon. For existing Creative Cloud members, the Express Premium plan is included. Express includes features powered by the Firefly beta with unlimited generations for all users during the beta. Adobe expects Firefly to be out of beta in the near future and all Express users will be entitled to a certain number of monthly AI generations based on their free or premium status. More details will be shared when Firefly is out of beta. The Express and Firefly enterprise offering is now available.

About Adobe

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