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FOR IMMEDIATE RELEASE

Adobe Photoshop Album Starter Edition Surpasses Five Million Active Users

Popular Digital Photography Software Makes it Easy for Consumers to Organise and Share Their Digital Memories

SAN JOSE, Calif. — June 14, 2004 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that more than five million consumers worldwide are using Photoshop® Album 2.0 Starter Edition software, just six months after launch. With Photoshop Album Starter Edition software, consumers can easily share their digital memories with loved ones via e-mail, printing at home or through one of Adobe's online service partners; fix common photography problems such as red-eye; and organise them for quick retrieval and viewing. Starter Edition software is a free version of the award-winning Photoshop Album 2.0, offering essential functions found in the Windows® based, digital camera companion software for consumers.

“With more than 5 million active Starter Edition users, it is clear that we are filling the void that currently exists for digital camera owners,” said Bryan Lamkin, senior vice president of digital imaging and digital video products at Adobe. “Starter Edition is proving to be leaps ahead of the free software that comes with digital cameras, delivering legendary Photoshop quality and making it simple for people to share photos with friends and family. We have offered it as part of the Adobe Reader® download and found that people are actively selecting and using it as part of their digital memory-keeping experience.”

Photoshop Album Starter Edition lets digital photography enthusiasts store an unlimited number of photos. Consumers also can easily upgrade to the full version of Photoshop Album 2.0 which offers unique tools for better organisation of photos, a popular Calendar View that helps track when the photo was taken, and the ability to instantly fix multiple photos at once with just a few clicks. Creative sharing options also are greatly expanded with the full version of Photoshop Album 2.0 software. In just a few simple steps, consumers can print beautifully bound photo books, calendars and greeting cards; create slideshows complete with their favorite music; share and view their photos via cell phone, PDA and even TiVo; and preserve photos on CDs for a lifetime of enjoyment.

Adobe offers a complete family of products to meet the varied needs of a diverse spectrum of digital photographers. With Photoshop Album Starter Edition and Photoshop Album 2.0 for consumers, Photoshop Elements 2.0 for

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hobbyists and Photoshop CS for the creative professional, Adobe provides solutions that help users at any stage in their digital imaging experience.

Pricing and Availability

Adobe Photoshop Album Starter Edition can be downloaded for free from www.adobe.co.uk/starteredition or can be selected as part of the Adobe Reader software download from www.adobe.co.uk. Starter Edition users can purchase the full version of Adobe Photoshop Album 2.0 at a discounted price of 25% if they select the “buy” button directly within the Starter Edition product. Photoshop Album 2.0 is also available at Adobe.co.uk for £35 exc VAT, as well as at major retailers, including Amazon.com, Best Buy, Buy.com, Circuit City, CompUSA, Datavision, Fry’s Electronics, J&R Music and Computer World, MicroCenter, Office Depot, Sam’s Club, Staples and Wal-Mart. Prices may vary.

About Adobe Systems Incorporated

Adobe helps people and businesses communicate better through its world-leading digital imaging, design and document technology platforms for consumers, creative professionals and enterprises. Adobe’s revenue in its last fiscal year exceeded \$1.2 billion. For more information about Adobe, visit www.adobe.co.uk.

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