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FOR IMMEDIATE RELEASE

Adobe Launches Spark: Visual Storytelling Apps for Everyone

Adobe Releases Spark Web App and Updates Companion Mobile Apps

SINGAPORE — May 20, 2016 — Adobe (Nasdaq:ADBE) yesterday [announced](#) the immediate availability of Adobe Spark, the only integrated web and mobile solution for creating and sharing impactful visual stories. Free and designed for everyday communications, Adobe Spark empowers anyone – including small businesses, social marketers and students – to create stunning visual content that engages audiences across multiple channels and looks great on any device.

"Today anyone can create content and share it via social media, but most people lack the skill, time and resources to create something that cuts through the online clutter," said Bryan Lamkin, executive vice president and general manager, Digital Media at Adobe. "With Adobe Spark, anyone can create authentic, professional looking visual content for their project, passion, cause or business."

A new service that is part of Creative Cloud, Adobe Spark brings Adobe's 30-plus years of technology and innovation for creative professionals to creative consumers. The Adobe Spark web app seamlessly syncs with Spark Post, Spark Page and Spark Video iOS mobile apps, allowing users to create, edit and share their story from wherever they are – regardless of their design experience.

The integrated solution consists of:

- **Adobe Spark web app:** a browser-based web experience for creating social posts and graphics, web stories and animated videos.
- **Spark Post:** an iOS mobile app that enables anyone to create stunning social posts and graphics in seconds.
- **Spark Page:** an iOS mobile app that helps users create beautiful web stories.
- **Spark Video:** an iOS mobile app that enables users to create compelling animated videos in minutes.

Helping Entrepreneurs and Businesses Succeed

As part of its focus on everyday communications, Adobe Spark is designed to help solo entrepreneurs and small businesses succeed. Adobe is collaborating with Facebook Blueprint – a new global education and certification program to help agencies and advertisers achieve their business results through marketing on Facebook and Instagram platforms. Facebook Blueprint users will benefit from Adobe's expert guidance through tutorial content on how to successfully market themselves on the Facebook and Instagram platforms using Adobe Spark.

Adobe Spark is also partnering with Change.org, the world's largest social change platform, to co-create training materials for petitioners and change agents. Petitions with a video receive six times more signatures than those without, and Change.org petitioners will gain access to Adobe Spark resources for creating effective explainer videos for cause-based and crowdfunding campaigns that further their causes.

Learn More About Adobe Spark

Additional resources and inspirational Adobe Spark content is available at:

- Adobe Spark Blog: <https://spark.adobe.com/blog>
- @AdobeSpark, #SparkMade and #AdobeSpark on social: Instagram, Twitter, Pinterest and Facebook

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Pricing and Availability

Adobe Spark is available for free at spark.adobe.com. An Adobe ID, Google or Facebook login is required to use the apps so that projects can sync between devices. Spark Post, Spark Page and Spark Video – previously the award-winning Adobe Post, Adobe Slate and Adobe Voice – are all available worldwide as free, English-only downloads for iPad and iPhone via the Apple App Store.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea/.

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