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FOR IMMEDIATE RELEASE

Adobe Reaffirms Q2 and FY2013 Financial Targets

Company to Host Financial Analyst Briefing at Adobe MAX Which Begins Today in Los Angeles

SAN JOSE, Calif. — May 6, 2013 — Adobe Systems Incorporated (Nasdaq:ADBE) today reaffirmed its [second quarter and fiscal year 2013 financial targets](#) that it previously provided on March 19, 2013. The company provided this intra-quarter business update in front of its Adobe® MAX user conference, which begins today in Los Angeles, CA. Adobe management will host a briefing with financial analysts and investors in attendance at MAX later in the day, where it will discuss this business update as well as its strategy and momentum with Adobe Creative Cloud™.

"We are on track to achieve our Q2 and FY13 financial targets, and we're excited about announcements we'll make at MAX today – which are reflected in these targets," said Mark Garrett, executive vice president and chief financial officer, Adobe.

Adobe to Webcast Adobe MAX Keynote Presentation and Financial Analyst Briefing

Today's keynote presentation at Adobe MAX will be webcast beginning at 12:30 p.m. Eastern Time. The live video webcast will last approximately two hours. During the presentation, Adobe executives will discuss several exciting Adobe announcements. People can sign up to watch this free online event and learn more about it at <http://max.adobe.com/sessions/online.html>.

Adobe will also webcast the meeting with financial analysts and investors in attendance at Adobe MAX beginning at 5:30 p.m. Eastern Time. People can access the audio and slides from this event from the Adobe Investor Relations webpage at <http://www.adobe.com/ADBE>. The live audio webcast will last approximately 90 minutes and will be archived on Adobe's website for approximately 30 days. There will be no phone dial-in capability. Listening to the live webcast via Adobe Connect requires Adobe Flash Player version 10 or later. Firewalls designed to protect corporate information can prevent access to the webcast.

Forward-Looking Statements Disclosure

This press release contains forward-looking statements, including those related to achieving second quarter and fiscal year 2013 financial targets, which involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure to develop, market and distribute products and services that meet customer requirements, introduction of new products and business models by competitors, failure to successfully manage transitions to new business models and markets, including our increased emphasis on a cloud and subscription strategy, fluctuations in subscription renewal or upgrade rates, continued uncertainty in economic conditions and the financial markets, difficulty in predicting revenue from new businesses and the potential impact on our financial results from changes in our business models, and failure to realize the anticipated benefits of past or future acquisitions.

For a discussion of these and other risks and uncertainties, please refer to Adobe's Quarterly Report on Form 10-Q for the fiscal quarter ended March 1, 2013, and Adobe's Annual Report on Form 10-K for the fiscal year ended Nov. 30, 2012.

Adobe assumes no obligation to, and does not currently intend to, update these forward-looking statements.

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Adobe uses its website as a channel of distribution of material company information. Financial, product and other material information regarding Adobe is routinely posted on and accessible at www.adobe.com or www.adobe.com/adbe.

About Adobe Systems Incorporated

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

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