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FOR IMMEDIATE RELEASE

Adobe Unveils Creative Suite 3 Design Premium

Superior Product Integration and Flash Support Powers Cross-Media Content Delivery

SAN JOSE, Calif. — March 27, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the all-new Adobe® Creative Suite® 3 Design Premium, an indispensable, highly-efficient creative toolkit for print, web, interactive and mobile design. Loaded with innovative new features, Adobe Creative Suite 3 Design Premium software integrates groundbreaking new releases of Adobe InDesign® CS3 (see separate press release), Adobe Photoshop® CS3 Extended (see separate press release), Adobe Illustrator® CS3, Adobe Flash® CS3 Professional, and Adobe Dreamweaver® CS3. Adobe Acrobat® 8 Professional is also included as a key component of Design Premium. Additionally, Adobe announced Adobe Creative Suite 3 Design Standard software for designers and print service providers focused on professional design and print production.

Adobe Creative Suite Design editions will be available as Universal applications for both PowerPC and Intel-based Macs and support both Microsoft® Windows® XP and Windows Vista™. The software has been optimized to deliver outstanding performance on the latest Macintosh and Windows hardware.

“With Adobe Creative Suite 3 Design Premium, our designers have one consistent set of tools that we can apply across all media. Adobe has made huge integration advancements with the new Creative Suite 3 Design edition, not to mention impressive new functionality in each of the applications that promises to boost our productivity and put exciting new creative tools at our fingertips,” said Micha Riss, creative director for Flying Machine, an award-winning design and branding studio in New York.

“Our new Design editions are anchored by powerhouse upgrades to InDesign, Photoshop, and Illustrator,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “And by bringing Flash and Dreamweaver into the mix, we’re ensuring that interactive design is now front and center in today’s creative workflows. Creatives will do back-flips over the new levels of integration between their favorite Adobe and Macromedia tools.”

Adobe Unveils Creative Suite 3 Design Premium

Unified Design Environment Packed With Essential Creative Tools

Adobe Creative Suite 3 Design Premium combines indispensable tools for page layout, image editing, illustration, and Adobe PDF workflows with newly integrated components for creating compelling publications, websites, rich interactive experiences, and engaging mobile content—all in one highly efficient work environment. Dozens of new and enhanced features in InDesign CS3 make it easier and faster to handle repetitive layout tasks. The new Live Color feature in Illustrator CS3 enables designers to experiment with, save, and apply combinations of colors quickly and intuitively. Daily image editing tasks such as selecting image areas, compositing images, and applying filters are faster and more flexible with Photoshop CS3 Extended.

New Integration with Flash and Dreamweaver

New integration of Flash CS3 Professional means designers and developers can import native Photoshop and Illustrator files into projects created with Flash with full fidelity, saving time and producing higher quality results compared to previous workflows. In addition, Dreamweaver CS3 automatically optimizes for the web when designers copy and paste Photoshop files into web layouts. Designers can also repurpose print content for the web by exporting InDesign selections or documents as XHTML files and then opening them in Dreamweaver to jumpstart a web design.

Meet The Creative Suite 3 Family

The Adobe Creative Suite product line and brand has now been expanded to include Adobe Creative Suite Design editions, Adobe Creative Suite Web editions and Adobe Creative Suite Production Premium (see separate releases). The all-encompassing Adobe Creative Suite Master Collection incorporates 12 new Adobe creative applications in a single box. New to the Adobe Creative Suite 3 family, Adobe Device Central CS3 (see separate release) radically boosts the productivity of creative professionals who develop content for mobile handsets. An updated version of Adobe Bridge CS3, the hub of Adobe Creative Suite, provides instant access to Version Cue® CS3 and an expanded Adobe Stock Photos service. To celebrate the unveiling of the Adobe Creative Suite 3 family, Adobe will offer viewing of the launch event via webcast on March 27 at 3:30 p.m. EDT. To attend the webcast, please visit www.adobe.com/go/cs3launch.

Pricing and Availability

Adobe Creative Suite 3 Design Premium and Design Standard will begin shipping in April 2007 to customers in the United States and Canada, and will be available through Adobe Authorized Resellers and the Adobe Store at www.adobe.com/store. Estimated street price for the Adobe Creative Suite 3 Design Premium edition is US\$1799 and US\$1199 for Creative Suite 3 Design Standard edition. There are numerous upgrade paths available for Adobe customers. For more detailed information about features, upgrade policies, pricing, and international versions please visit: www.adobe.com/go/creativesuite.

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