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**FOR IMMEDIATE RELEASE**

## **Adobe Debuts Creative Suite 3 Web Premium**

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### **Milestone Release Turbo-charges Web Development and Interactive Design Workflows**

**SAN JOSE, Calif. — March 27, 2007** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Creative Suite® 3 Web Premium software, the complete set of essential tools for web and interactive design and development. Creative Suite 3 Web Premium offers a comprehensive toolset enabling web designers and developers to easily prototype, design, develop and maintain websites, applications, games, presentations, and mobile content. With advanced integration simplifying workflows, the suite combines all of the Adobe applications that web designers and developers require—including compelling new versions of Adobe Dreamweaver® CS3, Adobe Flash® CS3 Professional, Adobe Fireworks® CS3, Adobe Contribute® CS3—with major releases of key design tools, including Adobe Photoshop® CS3 Extended (see separate release), Adobe Illustrator® CS3, and Adobe Acrobat® 8 Professional. Additionally, Adobe announced Adobe Creative Suite 3 Web Standard software for web designers and developers focusing on interactive design and development.

Adobe Creative Suite Web 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.

“Adobe Creative Suite 3 Web editions cut across designer and developer workflows to deliver a must-have release for anyone serious about bringing their creative vision to the web,” said John Loiacono, senior vice president of Creative Solutions at Adobe. “On top of barn-storming versions of Dreamweaver, Flash, Fireworks, and Contribute, we’ve integrated major upgrades to flagship design tools, such as Photoshop and Illustrator, to radically simplify web design and development.”

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### **Power Integration for Streamlined Workflow**

Advanced integration is a major focus across Adobe Creative Suite Web Premium, giving users a faster, more productive workflow across the applications, as customers transition between prototype, design, and development efforts. Now, for the first time, web professionals can import native Photoshop and Illustrator files directly into Flash and Fireworks with full fidelity. On import, users can specify how layers, organizational hierarchy, text, styles, formatting, and other attributes are handled for maximum flexibility and considerable timesavings. In addition, web designers can use the new hierarchical organization structure in Fireworks CS3 to rapidly build complex web-page prototypes and save them in a single PNG file. Users can copy and paste directly from Photoshop CS3 to Dreamweaver CS3 to quickly build pages from website compositions. Website maintenance is easier and more cost effective with tight integration between Dreamweaver CS3 templates and Contribute CS3, ensuring the look-and-feel of web pages is consistent and never compromised.

“Our designers and developers are thrilled to see the advanced integration in Adobe Creative Suite 3 Web Premium. With the press of a button we can pull our Photoshop CS3 designs into Flash CS3 and they come layered, named, and ready to roll. We can also use Cascading Style Sheets in Dreamweaver to streamline ongoing website maintenance. It’s these types of enhancements that will help maximize our creativity and save considerable time,” said Kyle Johnston, manager of Web Marketing, Garmin International, Inc, an innovator in communications and navigation equipment based in Olathe, Kansas.

### **Deliver Consistent, Multi-Platform Experiences**

With Creative Suite 3 Web editions, users can deliver consistent experiences across all browsers, operating systems, and a range of mobile and handheld devices. Dreamweaver CS3 introduces integration with the new Spry Framework for AJAX, a pre-built, cross-browser compatible library of widgets and effects that makes it faster and easier to build rich interactive websites. New CSS layouts, the automated Browser Compatibility Check, and the online CSS Adviser, streamline creation and testing of CSS-based websites for multiple web browsers. With Contribute CS3, users can update multiple websites and blogs, easily publish content generated by Microsoft Office, and quickly add videos created with Adobe Flash with no technical expertise required.

### **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

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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](http://www.adobe.com/go/cs3launch).

### **Pricing and Availability**

Adobe Creative Suite 3 Web Premium and Web Standard are expected to ship 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](http://www.adobe.com/store). Estimated street pricing is US\$1599 for Adobe Creative Suite 3 Web Premium and US\$999 for Adobe Creative Suite 3 Web Standard. There are numerous upgrade paths available for customers who own prior versions of Adobe or Macromedia products. For more detailed information about features, upgrade policies, pricing, and international versions please visit: [www.adobe.com/go/creativesuite](http://www.adobe.com/go/creativesuite).

### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

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