



Press/Analyst Contacts

Cara Cassidy
Adobe Systems Incorporated
408-536-4665
ccassidy@adobe.com

Esther Choi
A&R Edelman
650-762-2826
echoi@ar-edelman.com

FOR IMMEDIATE RELEASE

Adobe Unleashes Creative Suite 3 Product Line

Largest Software Release in Adobe's 25-year History Revolutionizes Creative Workflows

SAN JOSE, Calif. — March 27, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the Adobe® Creative Suite® 3 product line, a revolutionary offering of tightly integrated, industry-leading design and development tools for virtually every creative workflow. Adobe's new Creative Suite 3 line-up unites the best of Adobe and Macromedia® product innovation to provide designers and developers with a broad spectrum of creative options for all facets of print, web, mobile, interactive, film, and video production. There are six all-new configurations of Adobe Creative Suite 3. These include, Adobe Creative Suite 3 Design Premium and Design Standard editions; Adobe Creative Suite 3 Web Premium and Web Standard editions; and Adobe Creative Suite 3 Production Premium (see separate releases). Rounding out the product line is Adobe Creative Suite Master Collection which combines 12 of Adobe's new design and development applications in a single box—the most comprehensive creative environment ever delivered.

The majority of Adobe Creative Suite 3 editions will be available as Universal applications for both PowerPC and Intel-based Macs and support Microsoft® Windows® XP and Windows Vista™. Customers will experience increased levels of performance and speed running Creative Suite 3 natively on Intel-based Macintosh systems and the latest Windows hardware.

“Creative Suite 3 is the biggest launch in Adobe's 25 year history and a milestone for the creative industry,” said Bruce Chizen, chief executive officer at Adobe. “This release reflects the powerful integration between Adobe and Macromedia and how our products bridge the gap between designers and developers. With new workflows that streamline collaboration and impact the development of rich content, designers and developers now have the creative license to engage audiences across virtually every medium.”

Best-of-Breed Creative Tools for Every Medium

A customer-inspired release, Adobe Creative Suite 3 offers unprecedented choice among editions and stand-alone products, with comprehensive support for the most cutting-edge workflows for any design discipline. Customers can choose from six all-new suites or compelling full version upgrades of 13 stand-alone applications, including Photoshop® CS3, Photoshop CS3 Extended, InDesign® CS3 (see separate releases), Illustrator® CS3, Flash® CS3 Professional, Dreamweaver® CS3, Adobe Premiere® Pro CS3, and After Effects® CS3.

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Each edition of Adobe Creative Suite 3 integrates different configurations of Adobe's creative products to serve a breadth of design needs: Adobe Creative Suite 3 Design Premium delivers an essential toolkit for print, web, interactive and mobile design while Adobe Creative Suite 3 Design Standard focuses on professional print design and production. Adobe Creative Suite 3 Web Premium combines the leading web design and development tools and Adobe Creative Suite 3 Web Standard serves the professional web developer. Adobe Creative Suite 3 Production Premium, meanwhile is a complete post-production solution for video professionals. Lastly, Adobe Creative Suite 3 Master Collection combines 12 new creative applications in one box, enabling customers to design across all media—print, web, interactive, mobile, video and film.

With Adobe Creative Suite 3 family, mobile development and the delivery of video rich content take center stage. Today, Flash technology is emerging as a leader for the mass distribution of video across the Internet, bringing TV shows online, and powering the video capabilities of YouTube and MySpace. Now with the expanded Creative Suite 3 family, Adobe's powerful video technologies are available, cross-platform, to any creative delivering rich media experiences. In addition, a new common suite component, Adobe Device Central (see separate release) radically boosts the productivity of creative professionals who develop content for mobile handsets. Other shared features across the product line included an updated version of Adobe Bridge CS3, the hub of Adobe Creative Suite, providing instant access to Version Cue® CS3, Acrobat® Connect™, and an expanded Adobe Stock Photos service.

To celebrate the unveiling of Adobe Creative Suite 3, Adobe will host a launch event in New York City that will be webcast live 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 Standard, and Adobe Creative Suite 3 Web Premium and Standard will begin shipping in April 2007. Adobe Creative Suite 3 Production Premium and Adobe Creative Suite 3 Master Collection for Mac OS X on Intel-based systems and for Microsoft Windows XP and Windows Vista platforms will begin shipping worldwide in the third quarter of 2007. All configurations 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 is US\$1799, US\$1599 for Adobe Creative Suite 3 Web Premium, US\$1699 for Adobe Creative Suite 3 Production Premium, and US\$2499 for Adobe Creative Suite 3 Master Collection. 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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