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FOR IMMEDIATE RELEASE

Adobe Introduces Powerful InDesign CS3 Release

Enables Innovative Publishing Solutions with New InCopy CS3 and InDesign CS3 Server

SAN JOSE, Calif. — March 27, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® InDesign® CS3 software, the latest version of its award-winning professional page layout program. InDesign CS3 addresses design, efficiency and output challenges to improve the way that design, editorial, production and IT professionals work on a day-to-day basis. InDesign CS3 delivers a powerful, yet easy-to-use set of tools that enable creative exploration, streamline productivity, improve collaboration and automate layout and production of complex documents. The software is the keystone to Adobe's comprehensive publishing solution that also includes Adobe InCopy® CS3 and Adobe InDesign CS3 Server.

InDesign CS3 will be available as a stand-alone application or as a key component of Adobe Creative Suite® 3 Design Premium and Standard editions (see separate release) and Adobe Creative Suite 3 Master Collection. The software will be available as a Universal application for both PowerPC and Intel-based Macs and supports both Microsoft® Windows® XP and Windows Vista™. Customers will experience increased levels of performance and speed running the software on Intel-based Macintosh systems and the latest Windows hardware.

“Productivity enhancements in Adobe InDesign CS3, such as Multi-file Place, Find/Change and Fast Frame Fitting, will allow us to keep up with our ever-faster workflow requirements,” said Paul Nicholson, vice president, Print and Broadcast Production for Showtime Networks. “At Showtime, we pride ourselves on cutting-edge design and incredibly efficient production of complicated mechanicals. Adobe Creative Suite 3 will keep us on that bleeding edge – one step ahead of the competition and two steps ahead of our clients at all times.”

“InDesign CS3 was shaped by customer-inspired requests and is packed with new features that respond to today's demanding workflows, including lightning performance and added support for Intel-based Macintosh systems and Vista-based PCs,” said Mark Hilton, vice president of Creative Solutions at Adobe. “InDesign has seen significant momentum worldwide through broad-scale adoption and the growth of a vibrant partner ecosystem. This release will continue to set the standard for page layout software by helping designers increase efficiency, create stand-out content and consistently produce reliable output.”

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Increased Productivity and Innovative Creative Features

InDesign CS3 is loaded with enhancements to streamline and speed design, editing and production of documents of any length. Productivity features including Multi-file Place, expanded Quick Apply, Advanced Find/Change, and fast frame fitting, eliminate time consuming and repetitive design tasks. Table and cell styles allow users to quickly format an entire table or apply design to a regional area, such as a header or footer. Standards-based XHTML export to Adobe Dreamweaver® CS3 from InDesign CS3 enables print content to be repurposed for web publishing. A built-in XHTML export to Adobe Digital Editions allows InDesign CS3 users to directly generate dynamic, reflow-centric content for Adobe's new Rich Internet Application for reading and managing digital publications. The addition of automated bullets and numbering and text variables give users the tools to quickly create and maintain design consistency within long documents. Dynamic generation of page layouts with formatted text and graphics can now be accomplished by applying rules to imported XML content, enabling publishers to automate the creation of richly designed and personalized documents.

InDesign CS3 users can now more freely experiment with designs by applying familiar Photoshop visual effects such as bevel and emboss, as well as satin, with full support for blending modes, opacity, and other options. Finer transparency controls allow users to independently adjust settings on an object's fill, stroke or text for more visual and nuanced design.

Versatile Solution for Any Publishing Workflow

InDesign CS3 is an integral component of a flexible publishing solution that includes Adobe InCopy CS3 and InDesign CS3 Server. InCopy CS3 is a professional writing and editing program that provides tight integration with InDesign CS3 enabling collaborative editorial workflows between designers, writers and editors. InDesign CS3 Server brings high-end composition and layout to a server platform introducing new levels of automation to editorial workflows, collateral creation, data-driven personalized publishing and template-based Web-to-print solutions. The InDesign product family is fully extensible using standard programming technologies including C++, Javascript, AppleScript and VBScript to create customized solutions that scale to meet publishers' specialized needs.

Pricing and Availability

Adobe InDesign CS3 and Adobe InCopy CS3 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 InDesign CS3 is US\$699 and US\$249 for Adobe InCopy CS3. Adobe InDesign CS3 Server will also be available to qualified Adobe developer partners in the second quarter of 2007 with pricing information available through qualified third parties. For more detailed information about features, upgrade policies, pricing, and International versions please visit: www.adobe.com/go/indesign.

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