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FOR IMMEDIATE RELEASE

Adobe Accelerates Print, Web and Mobile Publishing Workflows With Introduction of Adobe Creative Suite 2

Adobe's Complete Design and Publishing Environment Integrates New Adobe Stock Photos Service, Introduces Adobe Bridge and Enhanced Adobe Version Cue CS2

SAN JOSE, Calif. — April 4, 2005 — Adobe Systems Incorporated (Nasdaq: ADBE) today announced a new release of Adobe® Creative Suite, the powerhouse design environment that revolutionized print and Web workflows for creative professionals worldwide. Adobe Creative Suite 2 Premium Edition integrates new full-versions of indispensable design software — Adobe Photoshop® CS2, Adobe InDesign® CS2, Adobe Illustrator® CS2, and Adobe GoLive® CS2 (see separate press releases) — with the all-new Version Cue® CS2. The recently released Adobe Acrobat® 7.0 Professional also is included, as a key application in this milestone software release.

A radical new Adobe Creative Suite component, Adobe Bridge, acts as a hub for productivity, imagery and creativity, providing multi-view file browsing and smooth cross-product integration across Adobe Creative Suite 2 software. It also provides access to Adobe Stock Photos, a new stock photography service that offers one-stop shopping for high-quality, royalty-free images for layout and design (see separate press release). With advanced mobile authoring, for standards such as SVG-t, Adobe Creative Suite 2 accelerates design and publishing workflows — for print, the Web and the latest generation of handheld devices.

“Through their work in design, advertising and publishing our customers change the way the world looks everyday,” said Shantanu Narayen, president and chief operating officer at Adobe. “Our goal is to develop a technology platform that the creative community can rely on and build upon. With Creative Suite 2 we've delivered the essential tools designers need to efficiently realize and create their best work: online, in print or for the latest handheld device.”

Introducing Adobe Bridge and Adobe Stock Photos

Adobe Bridge is a visual file browser that lets designers easily browse, organize, and process design assets within Adobe Creative Suite 2 software components. Designers can preview multi-page Adobe Portable Document Format (PDF) files, drag and drop from floating Compact Mode windows, process images with built-in Camera Raw 3.0, edit and search for Adobe XMP metadata, and track assets managed in Version Cue CS2. Simplifying the purchase and

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management of stock imagery, Adobe Stock Photos is a single resource that brings together, at one convenient location, more than 230,000 images from some of the world's leading stock photography providers, including: Photodisc® by Getty Images; Comstock Images® by Jupitermedia®; Digital Vision®; imageshop™ royalty free by zefaimages™; and amana.

“The first version of Adobe Creative Suite enabled substantial productivity gains and more refined creative results at JWT,” said Tim McCaffrey, partner and senior design producer for JWT, the largest advertising agency brand in the United States and the fourth largest full-service network in the world. “With innovations such as Adobe Bridge and the new stock photography service, Adobe Creative Suite 2 is an even more integrated, comprehensive design environment that is eliminating steps from our workflow and promoting enhanced productivity and quality.”

Enhanced Collaboration, Color Consistency and Reliable PDF Creation

Version Cue CS2, a powerful file-version manager and collaboration tool, helps users visually preview, track and access historical and alternate versions of files in Adobe Creative Suite 2 projects. Workgroup users can easily share their work, and can now initiate a Web-based collaborative review of PDF project files. Using a single dialog box in Adobe Bridge, designers can synchronize color settings for Photoshop CS2, Illustrator CS2, InDesign CS2 and GoLive CS2, avoiding painful after-the-fact color adjustments. New global export presets allow for consistent creation of Adobe PDF documents across components of Adobe Creative Suite to save time and avoid costly errors when projects go to print. Presets are stored in a single location and can be customized for specific workflows.

Pricing and Availability

Adobe Creative Suite for Mac OS X version 10.2.8 through 10.3.8, Java Runtime Environment 1.4.1, Microsoft® Windows® 2000 with Service Pack 4 or Windows XP with Service Pack 1 or 2, will begin shipping in May 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. International versions are expected to begin shipping in late May and early June. Estimated street price for the Adobe Creative Suite 2 Premium Edition is US\$1,199 and US\$899 for Creative Suite 2 Standard Edition. Upgrade pricing is available for customers of Adobe Creative Suite and Adobe Photoshop. For more detailed information about features, upgrade policies and pricing, please visit: www.adobe.com/creativesuite. Adobe Stock Photos may not be available in all countries, languages, and currencies and is subject to change. For details on availability visit: www.adobe.com/adobestockphotos.

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