



[Press/Analyst Contacts](#)
Denise Styerwalt
Adobe Systems Incorporated
408-536-6393
dstyerwa@adobe.com

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

FOR IMMEDIATE RELEASE

Adobe Introduces Creative Suite 4 Product Family

Radical Workflow Breakthroughs and New Levels of Flash Integration Anchor Adobe's Biggest Software Release

SAN JOSE, Calif. — **September 23, 2008** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the Adobe® Creative Suite® 4 product family, a milestone release of the industry-leading design and development software for virtually every creative workflow. Delivering radical workflow breakthroughs that bring down the walls between designers and developers—and packed with hundreds of feature innovations—the new Creative Suite 4 product line advances the creative process across print, Web, mobile, interactive, film and video production. With new levels of integration for Flash technology across the entire product line, Adobe's biggest software release to date includes Adobe Creative Suite 4 Design editions, Creative Suite 4 Web editions, Creative Suite 4 Production Premium, Adobe Master Collection, as well as 13 point products, 14 integrated technologies and seven services.

Adobe Creative Suite 4 Master Collection combines virtually all of Adobe's new design and development applications, technologies and services in a single box—the most comprehensive creative environment ever delivered.

“Designers and developers are shaping the way that people consume information, share ideas, sell products, tell stories and create memorable experiences—in print, online and via mobile handsets,” said Shantanu Narayan, president and chief executive officer at Adobe. “Whether you're creating a rich Internet application, a video or a best-selling magazine, Adobe Creative Suite 4 delivers powerful cross-media technologies that have the ability to elevate products, brands and ideas above the clutter.”

Broad Integration and Efficiency Improve Creative Workflow

Adobe Creative Suite 4 offers unprecedented choice among editions and stand-alone products, with comprehensive support for the most cutting-edge workflows for virtually any design discipline. Customers can choose from six suites or full version upgrades of 13 stand-alone applications, including Photoshop® CS4, Photoshop CS4 Extended, InDesign® CS4 (see separate releases), Illustrator® CS4, Flash® CS4 Professional, Dreamweaver® CS4, After Effects® CS4, and Adobe Premiere® Pro CS4.

A simplified workflow in Adobe Creative Suite 4 enables users to design across media more efficiently by making it easier to complete common tasks and switch between mediums without leaving a project.

InDesign CS4 includes a new Live Preflight tool that allows designers to catch production errors and a newly customizable Links panel to place files more efficiently. The revolutionary new Content-Aware Scaling tool in Photoshop CS4 and Photoshop CS4 Extended automatically recomposes an image as it is resized, preserving vital areas as it adapts to new dimensions. An expanded version of Dynamic Link in CS4 Production Premium enables users to move content between After Effects CS4, Adobe Premiere Pro CS4, Soundbooth® CS4, and Encore® CS4, so updates can be seen instantly without rendering.

Adobe Introduces Creative Suite 4 Product Family

Designers using the Adobe Creative Suite 4 product family will be able to gain unprecedented creative control using the new expressive features and visual performance improvements in Adobe Flash Player 10 to deliver breakthrough Web experiences across multiple browsers and operating systems.

Adobe Creative Suite 4 brings 3D center-stage providing the ability to paint, composite, and animate 3D models using familiar tools. Flash CS4 now offers the ability to apply tweens to objects instead of keyframes, providing greater control over animation attributes. Also in Flash, the new Bones tool helps create more realistic animations between linked objects. With a searchable library of more than 450 dynamically updated device profiles from leading manufacturers, Adobe Device Central CS4 (see separate release) enables users to easily test mobile content designed using many of the Creative Suite 4 products.

Adobe Creative Suite 4 significantly expands access to services* available to creative professionals and developers who want to collaborate online. Adobe ConnectNow, a service of Acrobat.com, can be accessed from InDesign CS4, Illustrator CS4, Photoshop CS4 and Photoshop Extended CS4, Flash CS4 Professional, Dreamweaver CS4, Fireworks® CS4, and Acrobat® 9 Pro, allowing real-time collaboration with two colleagues or clients. Designers can also share color harmonies with Adobe Kuler™, which is now accessible from within InDesign CS4, Illustrator CS4, Photoshop CS4 and Photoshop Extended CS4, Flash CS4 and Fireworks CS4. Other online resources include: Adobe Community Help for technical questions; Resource Central for accessing video and audio product-related news and tutorials, as well as Soundbooth scores, sound effects, and other stock media; and Adobe Bridge Home, a customizable resource for tips, tutorials, news and inspirational content.

Pricing and Availability

As pricing and availability differ in some of our markets due to different market conditions and taxes, may we kindly ask to check this information in the Adobe press room of your respective country or with your local PR contacts: <http://www.adobe.com/aboutadobe/pressroom/prcontactsint.html>.

Adobe Flash Player 10 is currently available in beta as a free download from Adobe Labs at www.adobe.com/go/astro with general availability expected by the end of the year. Adoption of the previous update to Adobe Flash Player 9 set all-time records by achieving over 80 percent reach on Internet enabled desktops in less than six months, and Flash Player 10 is expected to achieve a similar adoption rate.

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.

###

© 2008 Adobe Systems Incorporated. All rights reserved. Adobe, the Adobe logo, Acrobat, Adobe Premiere, After Effects, Creative Suite, Dreamweaver, Encore, Fireworks, Flash, Illustrator, InDesign, Kuler, Macromedia, Photoshop, and Soundbooth are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Microsoft, Windows, and Vista are either registered trademarks or trademarks of Microsoft Corporation. All other trademarks are the property of their respective owners in the United States and/or other countries. Prices listed are the Adobe direct store prices; reseller prices may vary. Prices do not include tax or shipping and handling.

*Some products mentioned may allow you to access certain features that are hosted online ("online services"), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit www.adobe.com.

Page 3 of 3
Adobe Introduces Creative Suite 4 Product Family

This press release contains forward looking statements, including those related to Adobe's future product plans, which involve risks and uncertainties that could cause actual results to differ materially. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not undertake an obligation to update forward looking statements.