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Adobe in Leaders Quadrant of Leading Analyst Firm's Web Conferencing Report

Evaluation Based on Ability to Execute and Completeness of Vision

SAN JOSE, Calif. — Nov. 22, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced that Gartner, Inc. has positioned Adobe in the Leaders Quadrant of its 2010 "Magic Quadrant for Web Conferencing" research report. Adobe was one of 15 vendors evaluated in the report*. The evaluation criteria for a vendor's ability to execute included product/service, overall viability, sales execution/pricing, market responsiveness and track record, marketing execution and operations. Criteria for completeness of vision included market understanding, marketing strategy, sales strategy, offering/product strategy, business model, vertical/industry strategy, innovation, and geographic strategy.

Adobe® Connect™ is the company's enterprise Web conferencing solution for Web meetings, online training, and webinars. Based on the virtually ubiquitous Adobe Flash® Player software, Adobe Connect ensures easy meeting entry for participants while also enabling rich and engaging interactions. Adobe Connect also works with mobile devices, including Apple iPhone and iPad, as well as Google Android smartphones. Enterprises and governments worldwide use Adobe Connect to collaborate more effectively and efficiently, and drive better results.

"We are delighted to be included in the Leaders Quadrant," said Arun Anantharaman, vice president and general manager, Adobe Connect. "We believe Adobe Connect is unlike any other Web conferencing solution on the market today. It enables organizations to standardize on a single Web conferencing platform to support a variety of use cases. Presenters can completely tailor their meeting environments prior to and during meetings, thereby dramatically improving collaboration. The product is highly extensible, enabling organizations to leverage third-party functionality 'pods,' as well as integrate with existing systems. No other Web conferencing solution comes close to offering the ease of meeting entry, richness of interactions, or extensibility."

According to Gartner, "The market for Web conferencing, teaming and social software will grow at a compound growth rate of more than 20 percent through 2011. Due to global economic challenges, interest in Web conferencing is at an all-time high as companies look to cut costs. While the benefits of Web conferencing are obvious, there is still a huge opportunity to tap into the large percentage of enterprise users who still have not used it." Gartner states, "Vendors in the Leaders quadrant have achieved significant market share while demonstrating an ability to respond to customers' needs. Leaders have robust, scalable products with a wide range of features, a large installed base, acceptable financial performance and good distribution. Leaders are doing well today and are prepared for the future."

For more information about Adobe Connect, please visit www.adobe.com/products/adobeconnect.

*Gartner, Inc. "Magic Quadrant for Web Conferencing" by David Mario Smith, Nov. 4, 2010

About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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