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FOR IMMEDIATE RELEASE

UK Broadcaster Adopts Adobe Premiere Pro CS5 Software

The BBC to Deploy Nonlinear Editor Across 2,000 Desktops to Speed Production and Advance Broadcast Workflows

SAN JOSE, Calif. and AMSTERDAM, Netherlands, — Sept. 9, 2010 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced, at the IBC 2010 Conference and Exhibition, that the British Broadcasting Corporation (BBC) is adopting the award-winning Adobe® Premiere® Pro CS5 software to support its Creative Desktop Initiative, through which the corporation is improving workflow efficiency, creating a tapeless environment and reducing costs. The corporation launched the Creative Desktop Initiative in 2007, and is now implementing an additional 2,000 seats of Adobe Premiere Pro CS5 software as the company's primary tool for desktop nonlinear editing. The broadcaster's expanded use of Adobe Premiere Pro CS5 software highlights the growing momentum for Adobe Creative Suite® 5 Production Premium across the broadcast industry.

Adobe will demonstrate its next-generation video and rich media solutions that improve the creation and delivery of content for broadcasters and media companies during the IBC 2010 Exhibition at its stand (Hall 7, Stand H.23) in the RAI Convention Center, Sept. 10-14.

"The BBC is recognized around the world as a producer of high-quality programming and news that can be trusted," said Jim Guerard, vice president and general manager of Dynamic Media at Adobe. "By moving to Adobe Premiere Pro CS5 software, the BBC will be able to boost efficiency by working with software that is integrated with their core systems, and supports rich metadata for content repurposing that can result in new revenue streams."

Adopting an Emerging Industry Leader

The broadcaster has adopted Adobe Premiere Pro CS5 software to increase productivity and efficiency, reduce costs and streamline the process for repurposing content for delivery to multiple channels through a fully digital workflow. The new Adobe Mercury Playback Engine in Adobe Premiere Pro CS5 software allows field-based users at the broadcaster to open projects faster, edit high-definition sequences in real time, and play back projects without rendering. Adobe Premiere Pro CS5 software, along with Adobe Photoshop® Extended and Adobe After Effects®, is now a native 64-bit application on both Mac and Windows®, enabling the organization to get the most out of its hardware investments.

Increasing Efficiency and Lifetime Value of Content

Adobe Premiere Pro CS5 software enables video professionals at the corporation to collaborate more efficiently by supporting roundtrip editing between Adobe Premiere Pro CS5 software, Apple Final Cut Pro and Avid Media Composer software. This gives users and workgroups at the broadcaster maximum flexibility when moving assets between applications and collaborating on projects.

From ingest to encoding, Adobe Premiere Pro CS5 software provides industry leading support for metadata, making assets easier to find and enabling the corporation to derive more value from content distributed across channels.

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Additionally, Adobe Premiere Pro CS5 software also offers an open architecture that makes it possible to integrate with core systems such as newsroom control systems.

An Integrated Suite of Tools to Drive Productivity

Adobe Premiere Pro CS5 is an integrated part of Adobe Creative Suite 5 Production Premium software, the broadcaster's preferred solution for desktop-based post-production. Adobe Creative Suite 5 Production Premium covers the full post-production workflow for video, audio, graphics and web publishing at the organization including Adobe After Effects CS5 Professional, Adobe Premiere Pro CS5, Adobe Encore® CS5, Adobe Photoshop CS5 Extended, Adobe Illustrator® CS5, Adobe Flash® Professional CS5, Adobe Soundbooth® and Adobe Dynamic Link. Adobe Creative Suite 5 Production Premium also includes Adobe OnLocation™ CS5 for direct-to-disk recording and monitoring.

For more detailed information about Adobe Creative Suite 5 Production Premium or Adobe Premiere Pro CS5, please visit www.adobe.com/products/creativesuite/production or www.adobe.com/products/premiere.

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