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FOR IMMEDIATE RELEASE

Condé Nast Selects Adobe Technology for Digital Magazine Production

LOS ANGELES — Oct. 25, 2010 — At MAX, Adobe's annual worldwide conference, Adobe Systems Incorporated (Nasdaq:ADBE) today announced that iconic publisher Condé Nast will use the Adobe® Digital Publishing Suite to produce and deliver new high-impact digital editions across its magazine portfolio — on iPad, Android devices and other digital platforms. The announcement follows the successful launch of WIRED Magazine and The New Yorker on iPad, both of which were delivered using Adobe tools and workflows.

"Our collaboration with Condé Nast has set a new benchmark for digital publications, with radical advances in interactivity, design and advertising engagement," said David Wadhwani, senior vice president and general manager for Creative and Interactive Solutions, Adobe. "Now readers worldwide can look forward to even more of their favorite magazines coming to whatever hardware platform they choose — on Blackberry Playbook, Android, iPad and other devices."

"Our work with Adobe put the designer front and center, ensuring that the unique look and feel of each magazine brand is enhanced by the digital transition," said Joe Simon, chief technology officer, Condé Nast. "With WIRED and The New Yorker we were able to do that because designers were familiar with Adobe's creative tools. Using the Adobe solution allows us to deliver stand-out digital publications and also provide the analytics we need to optimize our editorial and advertising content."

Adobe's pioneering work with Condé Nast helped the company define a new set of hosted publishing services, the Adobe Digital Publishing Suite, also announced today (see separate release). Built on the foundation of Adobe Creative Suite® and Adobe InDesign® CS5 software, the Digital Publishing Suite enables the design and delivery of innovative publisher-branded reading experiences, paired with flexible commerce models and support for deep analytics reporting. Additional information is available at www.adobe.com/digitalpublishing and on the Digital Publishing blog at blogs.adobe.com/digitalpublishing.

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