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FOR IMMEDIATE RELEASE

Adobe Launches LeanPrint to Cut Printing Costs, Improve Productivity; Partners with Toshiba

New Printing Software Reduces Cost by an Average of 40 Percent

SAN JOSE, Calif. — March 5, 2012 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the availability of Adobe® LeanPrint, a new software technology that solves printing pain points in the enterprise and home by automatically optimizing document layouts and managing toner output to reduce resource consumption and costs by an average of 40 percent* for typical office documents. With this launch, Adobe also announced that Toshiba America Business Solutions (TABS) has become the company's first partner to distribute its LeanPrint technology to its customers across North America. The company has been a key contributor in the development of the technology.

"Adobe has always prided itself on environmentally conscious behavior, from its LEED Platinum certified buildings to its carbon offsets," said Raman Nagpal, senior director and general manager, Adobe Print and Scan Business. "With LeanPrint, we are bringing together our commitment to the environment and a deep understanding of the print industry to further drive down printing costs. Adobe is excited to launch LeanPrint with a like-minded company like Toshiba, who will help distribute this technology throughout North America."

Adobe LeanPrint is printing software that reduces costs by implementing patent-pending technologies from Adobe that automatically fine-tune formatting, colors and layout regardless of the printing device — inkjet or laser, personal or networked printer. LeanPrint provides plug-ins to common desktop applications such as Adobe Acrobat®, Adobe Reader®, Microsoft® Excel®, Microsoft Word and common browsers that typically account for the majority of printing in the enterprise and home. LeanPrint allows final output to be shown before the user sends the document to the printer ensuring visual assurance of a streamlined execution.

While other solutions aim to reduce the environmental impact by setting printing quotas or routing to a specific printer, LeanPrint takes a different approach by using less pages in Super Saver mode and providing a Toner Saver option to create smarter, less toner-heavy prints. With LeanPrint software, customers can easily choose settings to obtain a clear picture of the savings for each print job within the print preview and quantify the amount of paper and toner being used. With My Savings, savings achieved over days, months and years from within LeanPrint can be conveniently monitored and tracked, providing an incentive to save.

"Toshiba is happy to be Adobe's first partner to bring LeanPrint to market in North America," said Bill Melo, vice president of marketing, services & solutions, Toshiba America Business Solutions, Inc. "We believe that both companies are on the cutting edge of this technology, which allows people to make good usage choices and print smarter."

IT managers can monitor all print jobs and costs as well as the savings from LeanPrint usage by individual users and groups. Furthermore, printing trends are easily realized and rules like double-sided printing can be easily implemented to ensure responsible print practices across organizations. To take it to the next level, managers can even block conventional printing practices to maximize savings and prevent all or specific users from printing the conventional, wasteful way.

Pricing and Availability
Adobe LeanPrint is being offered through our partners for enterprise and individual use starting today. LeanPrint is available under different licensing and subscription models and as a 90-day trial for organizations and as a 30-day trial for individuals. To learn about costs to your organization, contact LeanPrint@adobe.com. For more information about Adobe LeanPrint, visit

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http://www.adobe.com/products/lean-print.html. To see a video about how TABS is implementing LeanPrint, visit http://business.toshiba.com.

*40 percent savings based on Adobe lab tests.

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