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FOR IMMEDIATE RELEASE

Adobe Foundation and The Black Eyed Peas Peapod Foundation Launch New Media Academies for Bay Area Youth

The Black Eyed Peas to Kick Off Adobe Youth Voices Live! Event on August 1

SAN JOSE, Calif. — July 28, 2009 — The Adobe Foundation and The Black Eyed Peas Peapod Foundation will unveil two new state-of-the-art music and multi-media academies for youth in Oakland and Redwood City, Calif.

The collaboration focuses on giving youth access to multi-media production tools for video, dance, music and art. Through the creation of digital media, teens are given the opportunity to comment on critical issues and inspire social change in their communities.

At a ribbon cutting ceremony on Aug.1, Grammy award-winning recording artists The Black Eyed Peas – **will.i.am, apl.de.ap, Taboo** and **Fergie** – will officially open the first integrated Peapod Adobe Youth Voices Academy located in Redwood City at the Mervin G. Morris Clubhouse of the Boys and Girls Club of the Peninsula. A second Academy will be housed in a new facility operated by Art In Action, a local non-profit youth leadership program in Oakland. Both academies will begin offering services starting in the fall for youth up to age 19. An estimated 200 Bay Area youth will participate in the academy programs annually.

“As a group, music has given us amazing opportunities. With the Peapod Foundation, we want to give back to inner-city kids so they can realize their potential through artistic and digital expression,” says will.i.am, who grew up in the projects in Boyle Heights, Calif. “Together with the Adobe Foundation, we are giving more kids a chance at a better future.”

The academies will incorporate a high-tech curriculum developed by Adobe Youth Voices with the latest professional-grade multi-media production software – including Adobe® Creative Suite® 4 Master Collection Suite, donated by Adobe Systems Incorporated, and professional music studio tools for a state-of-the-art recording facility donated by the Peapod Foundation. In addition to mentoring in the performing arts, youth

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participants will receive structured multi-media training in video, audio, photography, design and art, enabling them to creatively express their points of view on vital issues and contribute to social change in their communities.

“The Adobe Foundation and the Peapod Foundation share a vision for empowering youth to address social issues that directly affect them,” said Michelle Mann, executive director of the Adobe Foundation. “The launch of these two academy sites is just the beginning of our journey. It’s exciting to make such a direct, tangible impact by inspiring youth to demonstrate their potential and take action in their communities.”

Summit to Feature Bay Area Film Industry Luminaries

Following the Redwood City academy opening, The Black Eyed Peas will make a special appearance to kick off Adobe Youth Voices Live! The event is the closing session of the first annual Adobe Youth Voices Summit, a three-day digital immersion experience bringing together 100 international youth (ages 14-19) and educators from underserved communities around the world.

The Adobe Youth Voices Summit at Stanford University (July 30 – Aug. 1) will focus on all aspects of digital media, including filmmaking, photography, animation and design, with workshops designed to empower youth to create media for social change and cultivate a deeper sense of social and civic engagement.

Summit highlights will include: an opening keynote by David Nakabayashi, creative director of the Industrial Light and Magic Art Department, mentoring in creating collaborative media projects using Adobe® After Effects® and Adobe® Premiere® Elements; a visit to Dreamworks Animation, makers of popular movies such as Shrek and Madagascar; and a keynote by Black Nature, a musician and aspiring filmmaker with the Refugee All Stars.

Youth participants will document their own travel and experiences at the summit through videos shot with Flip Video Ultra Camcorders donated through the Flip Video Spotlight program. They will have the opportunity to enhance their films with skills learned during the summit.

The summit will conclude with Adobe Youth Voices Live! an invitation-only event at the Yerba Buena Center in San Francisco the evening of Saturday, Aug. 1. In addition to the Black Eyed Peas’ appearance, the event will include exhibitions and screenings of youth media work developed during the summit.

For more information about the summit, visit:

www.adobe.com/aboutadobe/philanthropy/youthvoices/pdfs/ayv_summit_release_june200962409.pdf

About Adobe Youth Voices

Adobe Youth Voices (AYV) is the Adobe Foundation’s global philanthropic initiative that empowers youth from underserved communities with digital media skills so they can comment on their world, share their ideas and take action on issues that are important to them. By harnessing the energy and insight of young people 13-19 years old, Adobe Youth Voices aims to inspire a dialogue for change in their communities.

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The program teaches youth to express themselves through documentary film-making, photography, print journalism, radio diaries, animation, Web communications and other media. The Adobe Youth Voices global network now includes 158 sites, grantees and organizations in 31 countries, engaging over 20,000 youth and 1,000 educators in schools and out-of-school programs. For more information, visit

www.adobe.com/go/youthvoices.

About the Black Eyed Peas Peapod Foundation

The Black Eyed Peas Peapod Foundation encourages social change by uniting people, especially children, through the universal language of music. In 2008, the foundation opened the first Peapod Music & Arts Academy, a state-of-the-art music and educational center and recording facility serving foster care youth and other at-risk teens, at the Watts/Willowbrook Boys and Girls Club. The Peapod Foundation was established as a Charitable Service Fund administered by the Entertainment Industry Foundation. For more information, visit

www.thepeapodfoundation.com.

About the Adobe Foundation

The Adobe Foundation is a 501(c)(3) private foundation created and funded by Adobe Systems Incorporated to leverage human, technological and financial resources to drive social change and community improvements.

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