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FOR IMMEDIATE RELEASE

Adobe Opens eBook Distribution With New Server Technology

Leading Publishers and Distributors Secure Digital Content With New Adobe Content Server 4

SAN JOSE, Calif. — Sept. 9, 2008 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Content Server 4, a new server software solution that copy protects downloadable eBooks for Adobe Digital Editions, Adobe's free client software for purchasing, managing and reading eBooks. Adobe Content Server 4 enables publishers, retailers, libraries and other distributors to leverage hundreds of thousands of titles for sale or loan and was developed in concert with more than 30 industry partners worldwide ([see separate quote sheet](#)), including Booxen Co. Ltd, Ciando, Ebooks Corporation, Hachette Livre, HarperCollins, Ingram Digital, Jouve, LibreDigital, NetLibrary, Overdrive, Random House, Value Chain International Ltd, and others. Today, Adobe Digital Editions is popularizing the digital reading experience on both Microsoft Windows and Macintosh systems and emerging platforms, such as the Reader Digital Book by Sony®.

“We know digital book customers want a broad selection of content, a choice of reading platforms and devices and the option to get their eBook from their favorite retailer, local public library or directly from the publisher,” said Paul Weiskopf, senior vice president, Corporate Development at Adobe. “Adobe Content Server 4 enables the publishing industry to meet all these needs for eBook customers while, at the same time, protecting valuable copyrights.”

The new server software supports Portable Document Format (PDF) and the EPUB file format, an XML-based industry standard with broad support from the publishing industry and the Association of American Publishers. With support for the EPUB format, publishers, libraries and content aggregators are able to securely distribute reflowable digital content to the smaller screens of mobile devices. Adobe InDesign® CS3 software helps publishers to easily export the content to the EPUB format and PDF.

Adobe Content Server 4 improves file security and flexible permissions, as well as retail and library lending support, which directly benefits aggregators, online distributors and publishers of eBook content through copy protection. eBook files can be hosted in existing Web infrastructures and business processes, providing easy and seamless integration with media servers, databases and e-commerce systems. The software features a pay-as-you-go pricing model for content distribution, and quick downloads for consumers.

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Adobe Content Server 4 is fully compatible with Adobe Digital Editions 1.6 software, a free, lightweight desktop application that allows users to manage and read documents and rich, interactive digital content in an intuitive user interface created using Adobe Flash® software. The software delivers enhanced flexibility through named activation and enables users to move content across platforms and supported mobile devices like the new Sony Reader Digital Book.

Pricing and Availability

Adobe Content Server 4 and Adobe Digital Editions 1.6 are expected to be available in North America on September 22. The new server software runs on multiple operating systems, including Windows, Solaris and Linux, and requires a minimum of 1 GB of memory. Adobe Digital Editions 1.6 will be available as a free download for Windows and Macintosh systems.

Content Server 4 will be available for the initial fee of \$6500USD, with no limits on the amount of content able to be protected or fulfilled, and will also include a pay-per-use subscription to a digital signing service. There are no restrictions on the numbers of CPUs on which the software can be installed. Adobe Content Server 3 will be discontinued with the introduction of Adobe Content Server 4. For full system requirement information and migration details, visit www.adobe.com/products/contentserver.

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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