



#### **Press Contacts**

Frances Peng  
Adobe Systems Incorporated  
(852) 2916 2100 Ext. 47604  
[fpeng@adobe.com](mailto:fpeng@adobe.com)

Damon Kwok/ Julia Wong  
Newell Public Relations  
2117 5026 / 2117 5011  
[damonk@newell.com](mailto:damonk@newell.com) / [juliaw@newell.com](mailto:juliaw@newell.com)

**FOR IMMEDIATE RELEASE**

## **Adobe Kicks Off Back to School Promo in Hong Kong**

**For a limited time, students and educators can enjoy 60% discount on Adobe Creative Cloud membership, accessing every Adobe creative tool and service**

**Hong Kong — Feb 14, 2014** — Adobe Systems Hong Kong & Taiwan Digital Media Country Manager, Raymond Fung announced the launch of a back to school promotion offering 60% savings on Creative Cloud Memberships for students and teachers in time for the return to school period.

The promotion will run from January 17 2014 to April 14 2014, and is available for first-time membership only for customers who purchase directly from the Adobe Store <http://adobe.ly/1eqZyPs>. Students and teachers can choose to purchase Adobe Creative Cloud for a reduced price billed monthly or paid upfront for the whole year.

“Creativity and critical thinking are amongst the top sought-after skills in any professional today. Adobe’s technology helps empower students to express themselves and find new ways to tell their story. To be creative in all streams of the curriculum is important, and Adobe tools prepare students for career success in today’s digital age,” said Raymond Fung, Country Manager, Digital Media, Hong Kong & Taiwan, Adobe Systems. “This promotion will help more students and educators in Hong Kong to access professional tools on a student’s budget. They can explore and enjoy using the amazing tools and services on Adobe Creative Cloud, such as Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro and more.”

With Adobe Creative Cloud, students have the tools to take their projects from average to amazing. Collaborate with other students and make use of all the recent updates to Creative Cloud. Adobe Creative Cloud offers an opportunity tools to experiment with any and every medium. To learn more about the latest released new features of Photoshop, InDesign, Illustrator and more, please register for the Adobe Create Now event on February 28 for face-to-face interactions with our Adobe evangelists <http://bit.ly/createnowfeb28>.

This special, limited time offer is available now in Adobe stores. Terms and conditions apply. For more information, visit [http://www.adobe.com/hk\\_en/products/special-offers.html](http://www.adobe.com/hk_en/products/special-offers.html).

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