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**FOR IMMEDIATE RELEASE**

## **Adobe Photoshop Services Expands Offering to Help Pro Photographers Protect Digital Images and Boost Profits**

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### **Iron Mountain and MorePhotos.com to Provide Online Backup, Proofing and Photo Sales Help to Photography Community**

**SAN JOSE, Calif. — Feb. 27, 2006** — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the expansion of Adobe® Photoshop® Services through new partnerships with Iron Mountain, the world's largest provider of data backup/recovery and archiving software as a service, and MorePhotos.com, a leading e-commerce provider for professional photographers. Expected to be available in Q2 2006, the new services will enable users to protect their digital images and increase photography business profits through an online photo backup service and integrated access to online proofing and photo sales capabilities.

“We're committed to continually bringing the best products and services possible to professional photographers,” said Deborah Whitman, vice president of product management for Digital Imaging at Adobe. “The integration with Iron Mountain, MorePhotos.com and Adobe software brings photographers a single source of support for business management, so they can spend less time worrying about how to protect and manage their digital images and more time focusing on a smooth workflow and creative expression.”

### **Digital Image Protection**

Adobe's partnership with Iron Mountain provides an online photo backup service to protect against accidental loss or corruption of digital photos. The subscription service gives photographers the power to automatically and easily back up their library of digital images and provides instant access to those images whenever and wherever they need them. In addition, photographers can now back up other design files, financial files, documents, spreadsheets and presentations automatically, eliminating the need to buy, label and store CDs, Zip disks or other media. This new service is integrated with Adobe Bridge as well as Adobe Photoshop Elements 3.0 and 4.0, and Adobe Photoshop Album Starter Edition 3.0.

“With Iron Mountain's PC backup services, photographers can rest assured their photos and images are always protected and available, no matter what,” said John Clancy, executive vice president of Iron Mountain Digital, the

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Company's technology arm. "The set-it-and-forget-it nature of our online backup service means you never have to remember to make a second copy – that's the best kind of backup you can imagine."

### Integrated Access to Online Proofing and Sales

Adobe's new partnership with MorePhotos.com provides photographers with integrated access to online proofing and sales capabilities. This secure Internet service makes it easy for any professional photographer to upload images to the Web and have clients proof and purchase photos. The service gives photographers total control over their images, pricing, and all orders. Photographers use Adobe Bridge to select images from their computer and easily transfer them to MorePhotos.com for online proofing and photo sales.

"Adobe and MorePhotos.com listen to what professional photographers really need to manage their businesses," said MorePhotos.com president and CEO Mike Connors. "Photoshop users represent the largest population of professional photographers out there, and I know they will be excited to be able to upload, proof and sell their images online without any new technology requirements. This is a huge cost-savings for them, and a great way to generate more revenue from their digital assets."

The addition of Iron Mountain and MorePhotos.com to Adobe Photoshop Services enhances the list of Photoshop services already available, including easy photo-sharing, high-quality Kodak prints, and other personalized photo merchandise.

### Availability

The new Iron Mountain service is integrated with Adobe Bridge, Adobe Photoshop Elements 3.0 and 4.0, and Adobe Photoshop Album Starter Edition 3.0, and is expected to be available in Q2 2006. The MorePhotos.com service is currently available directly from within Adobe Bridge. For more detailed information about Adobe Photoshop Services, please visit: [www.adobe.com](http://www.adobe.com).

### 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](http://www.adobe.com).

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