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Adobe Promotes Digital Photography In Schools With Digital Kids Club Program

New Program Provides Essential Digital Photography Resources, Community to Share Best Practices and Showcase for Student Work on the Internet

SAN JOSE, Calif. — June 30, 2003 (NASDAQ: ADBE) — Adobe Systems Incorporated, the leader in network publishing, today unveiled the Adobe Digital Kids Club, a new program designed to promote the use of digital photography in schools. The program provides teachers, parents and students with essential digital photography resources, such as expert advice, training, lesson plans and curriculum ideas, a community to share best practices, and a showcase for student work. Adobe's family of Photoshop products has been at the heart of the digital photography revolution that is dramatically changing and improving photography for professionals and amateurs alike.

In a study released in April 2003, InfoTrends Research Group confirmed that 20 percent of US households now own a digital camera, and digital camera penetration is expected to reach 30 percent by the end of 2003. Teachers nationwide are adopting digital cameras and digital imaging software for more than art and computer classes; they are using these tools across subject areas and grade levels. Adobe Photoshop Elements and Photoshop Album are making the learning process more fun and interactive for students by combining powerful, easy-to-use image editing and organization tools for book reports and presentations. Students can also share these digital images with other students and parents in Adobe Portable Document Format (PDF) or through web galleries.

"Incredible things happen when you put Photoshop Elements into the hands of students," said Peggy Strauss, computer teacher at Highland Middle School in Bellevue, Washington, and the instructional technology curriculum developer for the district. "My students look at photos differently now, knowing that they can alter them or combine different things into one picture. With Photoshop Elements, students are definitely using their creativity and learning to solve problems on their own."

"With the advent of computers in the classroom, and the ubiquity of the digital camera, visual learning is becoming an integral teaching tool, regardless of grade level or subject matter," said Melissa Dyr Dahl, senior vice president of corporate marketing and communications at Adobe. "The Adobe Digital Kids Club is an amazing opportunity for teachers to inspire and engage their students with digital photography and image editing technology."

The website was created with Blue Pixel, the pre-eminent digital photography and workflow education group. Classroom Connect is providing face-to-face staff development that will help educators successfully incorporate digital imaging into the classroom as part of the new program. Additional information is available on the new Adobe Digital Kids Club website at <http://www.adobe.com/education/digkids>.

Adobe in Education

Supporting education initiatives across the country, Adobe enables a new way of teaching and learning by providing digital creation, communication and collaboration tools for classroom and campus-wide use. By offering industry leading products at accessible prices, free online curriculum and training for educators ensuring teachers and students have access to the latest technology they need to teach and learn, Adobe continues to care and support the education market. For more information please visit: <http://www.adobe.com/education>

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com), the leader in network publishing, offers a comprehensive line of software for enterprise and creative professional customers. Its products enable customers to create, manage and deliver visually rich, compelling and reliable content. Based in San Jose, Calif., Adobe is one of the world's largest software companies.

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