

Kate Sellers Blatt
Adobe Systems Incorporated
408-536-6896
kblatt@adobe.com

Joan Stone
A & R Partners
650-762-2850
jstone@arpartners.com

Adobe and ACORD Bring Intelligent Documents to the Insurance Industry

Adobe Adds Support for the ACORD® XML Data Standard in ACORD Insurance Forms Currently Available in Adobe PDF

SAN JOSE, Calif. — May 24, 2004 — Adobe Systems Incorporated (NASDAQ: ADBE) and the Association for Cooperative Operations Research and Development (ACORD) today announced that they are adding additional intelligence to the ACORD insurance forms built in Adobe Portable Document Format (PDF). Adobe is adding support for the ACORD XML data standard to ACORD forms currently available in PDF, enabling members of several ACORD Programs that use ACORD forms to leverage the ubiquity of the Adobe Reader to extend the reach of their applications inside and outside the firewall.

ACORD plans to deliver the ACORD forms using the Adobe® Designer, a new point-and-click graphical XML form design tool for designing and deploying intelligent forms in Adobe PDF or HTML. Adobe Designer builds on Adobe's XML architecture to support end-to-end document processes. By enabling form designers to include user-defined XML schemas they can use XML vocabularies specific to particular industries or cross-industry standards.

"ACORD is the focal point for providing standard insurance forms that meet all regulatory requirements for the life & annuity and property & casualty markets," said Aziz Hussein, Chief Technology Officer, ACORD. "Adobe PDF is the most popular format for forms among our members. By adding intelligence to ACORD insurance forms, our members will be able to further automate their forms processes."

"ACORD forms are used by members of several ACORD programs. The forms enable insurance companies to meet compliance requirements and reduce the cost of doing business by accelerating the exchange of business critical information," said Ivan Koon, senior vice president at Adobe. "Today's announcement expands on the strength of PDF and our forms technology in the insurance industry."

The newly enhanced ACORD forms will be available on the ACORD website and demonstrated to the ACORD membership at the ACORD LOMA Insurance Systems Forum this week. Adobe also is partnering with Tata Consultancy Services and Wipro to provide integration and consulting services for companies deploying ACORD forms with the Adobe Intelligent Document Platform.

About ACORD

Based in New York, ACORD is a global, nonprofit insurance association whose mission is to facilitate the development and use of standards for the insurance, reinsurance and related financial services industries. With offices in London as well, ACORD accomplishes its mission by remaining an objective, independent advocate for sharing information among diverse platforms. ACORD Standards and services improve efficiency and expand market reach. Affiliated with ACORD are hundreds of insurance and reinsurance companies, and thousands of agents and brokers, related financial services organizations, software providers, and industry organizations worldwide.

About Adobe Systems Incorporated

Adobe helps people and businesses communicate better through its world-leading digital imaging, design and document technology platforms for consumers, creative professionals and enterprises. Adobe's revenue in the last fiscal year exceeded \$1.2 billion. For more information about Adobe, visit www.adobe.com.

###