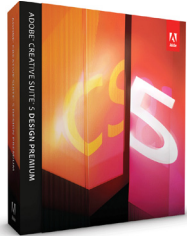


# ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

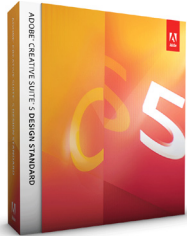
IN U.S. DOLLARS FOR UNIVERSAL ENGLISH VERSION

ADOBE CREATIVE PRODUCTS	EDITION COMBINES:	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
<p><b>Adobe Creative Suite 5 Design Premium</b></p> 	<p>Adobe Photoshop® CS5 Extended            Adobe Illustrator® CS5            Adobe InDesign® CS5            Adobe Flash® Catalyst™ CS5            Adobe Flash® Professional CS5            Adobe Dreamweaver® CS5            Adobe Fireworks® CS5            Adobe Acrobat® 9 Pro</p> <p><i>Also includes:</i>            Adobe Bridge CS5            Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p>	<p>\$1,899</p>	<p>Adobe Creative Suite 4 Design Premium            Adobe Creative Suite 4 Design Standard            Adobe Creative Suite 4 Web Premium            Adobe Creative Suite 4 Web Standard            Adobe Creative Suite 4 Production Premium            Adobe Creative Suite 4 Master Collection</p>	<p>\$599</p>
			<p>Adobe Creative Suite 3 Design Premium            Adobe Creative Suite 3 Design Standard            Adobe Creative Suite 3 Web Premium            Adobe Creative Suite 3 Web Standard            Adobe Creative Suite 3 Production Premium            Adobe Creative Suite 3 Master Collection            Adobe Creative Suite 2 Premium            Adobe Creative Suite 2 Standard            Macromedia® Studio 8            Adobe Production Studio® Premium            Adobe Production Studio Standard</p>	<p>\$799</p>
			<p>Adobe Photoshop CS2, CS3, CS4, or CS5            Adobe Photoshop CS3, CS4, or CS5 Extended            Adobe Illustrator CS2, CS3, CS4, or CS5            Adobe InDesign CS2, CS3, CS4, or CS5            Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5            Macromedia Dreamweaver 8; Adobe Dreamweaver CS3, CS4, or CS5            Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p>	<p>\$1,499</p>

\* All prices are estimated street prices in U.S. dollars and do not include applicable taxes or shipping costs. For exact prices, visit the Adobe Store online ([www.store.adobe.com](http://www.store.adobe.com)) or contact an Adobe Authorized Reseller.

# ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW


IN U.S. DOLLARS FOR UNIVERSAL ENGLISH VERSION *CONTINUED...*

ADOBE CREATIVE PRODUCTS	EDITION COMBINES:	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
<p><b>Adobe Creative Suite 5 Design Standard</b></p> 	<p>Adobe Photoshop CS5                      Adobe Illustrator CS5                      Adobe InDesign CS5                      Adobe Acrobat 9 Pro</p> <p><i>Also includes:</i>                      Adobe Bridge CS5                      Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p>	<p>\$1,299</p>	<p>Adobe Creative Suite 4 Design Premium                      Adobe Creative Suite 4 Design Standard                      Adobe Creative Suite 4 Web Premium                      Adobe Creative Suite 4 Web Standard                      Adobe Creative Suite 4 Production Premium                      Adobe Creative Suite 4 Master Collection</p>	<p>\$499</p>
			<p>Adobe Creative Suite 3 Design Premium                      Adobe Creative Suite 3 Design Standard                      Adobe Creative Suite 3 Web Premium                      Adobe Creative Suite 3 Web Standard                      Adobe Creative Suite 3 Production Premium                      Adobe Creative Suite 3 Master Collection                      Adobe Creative Suite 2 Premium                      Adobe Creative Suite 2 Standard                      Macromedia Studio 8                      Adobe Production Studio Premium                      Adobe Production Studio Standard</p>	<p>\$699</p>
			<p>Adobe Photoshop CS2, CS3, CS4, or CS5                      Adobe Photoshop CS3, CS4, or CS5 Extended                      Adobe Illustrator CS2, CS3, CS4, or CS5                      Adobe InDesign CS2, CS3, CS4, or CS5                      Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p>	<p>\$849</p>

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# ADOBE® CREATIVE SUITE® 5: PRICING OVERVIEW

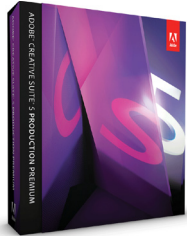
IN U.S. DOLLARS FOR UNIVERSAL ENGLISH VERSION *CONTINUED...*

ADOBE CREATIVE PRODUCTS	EDITION COMBINES:	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
<p><b>Adobe Creative Suite 5 Web Premium</b></p> 	<p>Adobe Dreamweaver CS5                      Adobe Flash Catalyst CS5                      Adobe Flash Professional CS5                      Adobe Flash Builder™ 4                      Adobe Photoshop CS5 Extended                      Adobe Illustrator CS5                      Adobe Acrobat 9 Pro                      Adobe Fireworks CS5                      Adobe Contribute® CS5</p> <p><i>Also includes:</i>                      Adobe Bridge CS5                      Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p>	<p>\$1,799</p>	<p>Adobe Creative Suite 4 Design Premium                      Adobe Creative Suite 4 Design Standard                      Adobe Creative Suite 4 Web Premium                      Adobe Creative Suite 4 Web Standard                      Adobe Creative Suite 4 Production Premium                      Adobe Creative Suite 4 Master Collection</p>	<p>\$599</p>
			<p>Adobe Creative Suite 3 Design Premium                      Adobe Creative Suite 3 Design Standard                      Adobe Creative Suite 3 Web Premium                      Adobe Creative Suite 3 Web Standard                      Adobe Creative Suite 3 Production Premium                      Adobe Creative Suite 3 Master Collection                      Adobe Creative Suite 2 Premium                      Adobe Creative Suite 2 Standard                      Macromedia Studio 8                      Adobe Production Studio Premium                      Adobe Production Studio Standard</p>	<p>\$799</p>
			<p>Macromedia Dreamweaver 8; Adobe Dreamweaver CS3, CS4, or CS5                      Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5                      Adobe Photoshop CS2, CS3, CS4, or CS5                      Adobe Photoshop CS3, CS4, or CS5 Extended                      Adobe Illustrator CS2, CS3, CS4, or CS5                      Adobe Acrobat 6.x Professional, 7.x Professional, 8.x Professional, or 9.x Pro</p>	<p>\$1,399</p>

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IN U.S. DOLLARS FOR UNIVERSAL ENGLISH VERSION *CONTINUED...*

ADOBE CREATIVE PRODUCTS	EDITION COMBINES:	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
<p><b>Adobe Creative Suite 5 Production Premium</b></p> 	<p>Adobe Premiere® Pro CS5            Adobe After Effects® CS5            Adobe Photoshop CS5 Extended            Adobe Illustrator CS5            Adobe Flash Catalyst CS5            Adobe Flash Professional CS5            Adobe Soundbooth® CS5            Adobe OnLocation™ CS5            Adobe Encore® CS5</p> <p><i>Also includes:</i>            Adobe Dynamic Link            Adobe Bridge CS5            Adobe Device Central CS5</p> <p>Integrates with new Adobe CS Live online services</p>	<p>\$1,699</p>	<p>Adobe Creative Suite 4 Design Premium            Adobe Creative Suite 4 Design Standard            Adobe Creative Suite 4 Web Premium            Adobe Creative Suite 4 Web Standard            Adobe Creative Suite 4 Production Premium            Adobe Creative Suite 4 Master Collection</p>	<p>\$599</p>
			<p>Adobe Creative Suite 3 Design Premium            Adobe Creative Suite 3 Design Standard            Adobe Creative Suite 3 Web Premium            Adobe Creative Suite 3 Web Standard            Adobe Creative Suite 3 Production Premium            Adobe Creative Suite 3 Master Collection            Adobe Creative Suite 2 Premium            Adobe Creative Suite 2 Standard            Macromedia Studio 8            Adobe Production Studio Premium            Adobe Production Studio Standard</p>	<p>\$799</p>
			<p>Adobe Premiere Pro 1.x, 2.x, CS3, CS4, or CS5; or any version of Adobe Premiere            Adobe After Effects 7.x (Professional or Standard), CS3 Professional, CS4, or CS5            Adobe Photoshop CS2, CS3, CS4, or CS5            Adobe Photoshop CS3, CS4, or CS5 Extended            Adobe Illustrator CS2, CS3, CS4, or CS5            Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional, CS4 Professional, or Professional CS5</p>	<p>\$1,099</p>

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IN U.S. DOLLARS FOR UNIVERSAL ENGLISH VERSION *CONTINUED...*

ADOBE CREATIVE PRODUCTS	EDITION COMBINES:	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
<p><b>Adobe Creative Suite 5 Master Collection</b></p> 	<p>Adobe Photoshop CS5 Extended            Adobe Illustrator CS5            Adobe InDesign CS5            Adobe Acrobat 9 Pro            Adobe Flash Catalyst CS5            Adobe Flash Professional CS5            Adobe Flash Builder 4            Adobe Dreamweaver CS5            Adobe Fireworks CS5            Adobe Contribute CS5            Adobe Premiere Pro CS5            Adobe After Effects CS5            Adobe Soundbooth CS5            Adobe Encore CS5            Adobe OnLocation CS5</p> <p><i>Also includes:</i>            Adobe Bridge CS5            Adobe Device Central CS5            Adobe Dynamic Link</p> <p>Integrates with new Adobe CS Live online services</p>	<p>\$2,599</p>	<p>Adobe Creative Suite 4 Master Collection</p>	<p>\$899</p>
			<p>Adobe Creative Suite 3 Master Collection</p>	<p>\$1,199</p>
			<p>Adobe Creative Suite 4 Design Premium            Adobe Creative Suite 4 Design Standard            Adobe Creative Suite 4 Web Premium            Adobe Creative Suite 4 Web Standard            Adobe Creative Suite 4 Production Premium            Adobe Creative Suite 3 Design Premium            Adobe Creative Suite 3 Design Standard            Adobe Creative Suite 3 Web Premium            Adobe Creative Suite 3 Web Standard            Adobe Creative Suite 3 Production Premium            Adobe Creative Suite 2 Premium            Adobe Creative Suite 2 Standard            Macromedia Studio 8            Adobe Production Studio Premium            Adobe Production Studio Standard</p>	<p>\$1,299</p>

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ADOBE CREATIVE PRODUCTS	ESTIMATED STREET PRICE FOR FULL VERSION*	OR UPGRADE FROM THESE PRODUCTS...	...FOR THIS ESTIMATED STREET PRICE*
Adobe Acrobat 9 Pro	\$449	Adobe Acrobat 6.x, 7.x, or 8.x (Professional or Standard) or Adobe Acrobat 9 Standard	\$159
Adobe After Effects CS5	\$999	Adobe After Effects 7.x (Professional or Standard), CS3 Professional, or CS4	\$299
Adobe Contribute CS5	\$199	Adobe Contribute 4, CS3, or CS4	\$99
Adobe Dreamweaver CS5	\$399	Macromedia Dreamweaver 8; Adobe Dreamweaver CS3 or CS4 Adobe GoLive® CS, CS2, or 9.x	\$199
Adobe Fireworks CS5	\$299	Macromedia Fireworks 8; Adobe Fireworks CS3 or CS4	\$149
Adobe Flash Builder 4 Standard	\$249	Adobe Flex Builder® 2 or 3 Standard	\$99
Adobe Flash Catalyst CS5	\$399	N/A	N/A
Adobe Flash Professional CS5	\$699	Macromedia Flash 8 (Professional or Basic); Adobe Flash CS3 Professional or CS4 Professional	\$199
Adobe Illustrator CS5	\$599	Adobe Illustrator CS2, CS3, or CS4 Macromedia FreeHand® 9.x, 10.x, or MX	\$199
Adobe InCopy® CS5	\$249	Adobe InCopy CS2, CS3, or CS4	\$89
Adobe InDesign CS5	\$699	Adobe InDesign CS2, CS3, or CS4 Adobe PageMaker® 6.x or 7.x	\$199
Adobe Photoshop CS5	\$699	Adobe Photoshop CS2, CS3, or CS4 Adobe Photoshop CS3 or CS4 Extended	\$199
		Adobe Photoshop Elements 4.0, 6.0, or 8.0 (Mac OS) Adobe Photoshop Elements 6.0, 7.0, or 8.0 (Microsoft Windows®)	\$599
Adobe Photoshop CS5 Extended	\$999	Adobe Photoshop CS3 or CS4 Extended Adobe Photoshop CS2, CS3, CS4 or CS5	\$349
		Adobe Photoshop Elements 4.0, 6.0, or 8.0 (Mac OS) Adobe Photoshop Elements 6.0, 7.0, or 8.0 (Microsoft Windows)	\$899
Adobe Premiere Pro CS5 with Adobe OnLocation CS5 and Adobe Encore CS5	\$799	Adobe Premiere Pro 1.x, 2.x, CS3, or CS4 Any version of Adobe Premiere Adobe Encore 2.x	\$299
		Adobe Premiere Elements 4.0, 7.0, or 8.0	\$699
Adobe Soundbooth CS5	\$199	Adobe Soundbooth CS3 or CS4	\$99

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## Additional upgrade policies

- **Tiered upgrade policy** Adobe's tiered upgrade policy offers customers who upgrade every release a lower upgrade price relative to customers who upgrade less frequently. This means that customers upgrading to Creative Suite 5 from Creative Suite 4 will pay a lower upgrade price compared to customers upgrading to Creative Suite 5 from an earlier version of Creative Suite.

Note: The tiered upgrade policy applies only to editions of Adobe Creative Suite and not to upgrades to individual products, such as Adobe After Effects, Flash Professional, InDesign, Illustrator, Photoshop, and so on. Customers can upgrade to the CS5 version of individual products from up to 3 versions back. The only exception is Adobe Premiere Pro CS5 which you can upgrade to from any previous version of Adobe Premiere software.

- **Upgrade from one edition of CS5 to another edition of CS5** Customers who purchase or upgrade to an edition of Adobe Creative Suite 5 can move to another edition of Creative Suite 5 at any time for the same price as someone upgrading to Creative Suite 5 from Creative Suite 4. For example, someone who purchased Adobe CS5 Design Standard can later decide to move to Adobe CS5 Design Premium for the same price as someone upgrading to Adobe CS5 Design Premium from any version of Adobe Creative Suite 4.

In addition, customers who upgraded to Adobe Photoshop CS5 can move to Adobe Photoshop CS5 Extended. And customers with CS5 versions of individual products can move to an eligible version of Adobe Creative Suite 5. For pricing information, customers should refer to the pricing table to find the upgrades they are eligible for. Volume licensing customers should contact their Adobe Licensing Center.

- **Special note for customers upgrading to Creative Suite 5 from an Adobe Bundle** Customers who purchased an Adobe Web Bundle (Adobe Creative Suite 2 Premium and Macromedia Studio 8), Adobe Design Bundle (Adobe Creative Suite 2 Premium and Macromedia Flash Professional 8), or Adobe Video Bundle (Adobe Production Studio Premium and Macromedia Flash Professional 8) are eligible for the same upgrade pricing as customers upgrading to Adobe Creative Suite 5 from Adobe Creative Suite 3 or earlier. For pricing information, customers should refer to the pricing table to find the upgrades they are eligible for.