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FOR IMMEDIATE RELEASE

Adobe and Itemfield Demonstrate Joint Solution for the Insurance Industry

ACORD XML Forms Integration Solution to Help Accelerate Adoption of ACORD Forms by Increasing Efficiency of Quotation, Application and Claims Processes

SAN JOSE, Calif. — May 22, 2006 — Adobe Systems Incorporated (Nasdaq:ADBE) and Itemfield today announced the availability of a jointly developed insurance solution that leverages ACORD XML to deliver straight through processing of insurance transactions. The new solution gives insurance carriers the ability to equip their agents and brokers with a fully compliant workflow for processing quotations, new business submissions and claims.

Demonstrated this week at the ACORD/LOMA Conference in Las Vegas, the ACORD XML forms integration solution combines a set of intelligent forms, process-specific business rules and data-transformation capabilities to automate data entry and processing of insurance forms. The solution combines Adobe® LiveCycle® Forms, Adobe LiveCycle Designer, Adobe LiveCycle Reader Extensions, Adobe LiveCycle Barcoded Forms software and Itemfield ContentMaster with the new ACORD Portable Document Format (PDF) fillable Forms (also announced today).

The ACORD XML forms integration solution makes it easier for insurance carriers to more effectively create and share information across the extended enterprise, by combining the business logic and data exchange capabilities of ACORD XML with the visual fidelity, security and reliability of Adobe PDF. The solution enables agents and brokers to participate in document-based workflows – using the Adobe Reader® or a web browser – that integrate with existing insurance applications. The solution also supports and integrates all of the versions of the ACORD XML standard. ACORD forms can be pre-populated, and information captured within the solution can be delivered back into insurance applications. The solution also makes it easy for insurance carriers to apply business and security policies and rules to business processes helping to ensure compliance with corporate, industry and government mandates.

“Insurers are looking for ways to better meet compliance requirements and reduce the cost of doing business by accelerating the exchange of business critical information,” said Eugene Lee, vice president of vertical and solutions marketing at Adobe Systems. “The ACORD XML forms integration solution is a powerful example of how Adobe and Itemfield are helping insurance carriers more easily engage with their agents and brokers by bridging the gap between documents, people and enterprise systems to ensure efficient business processes.”

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“ACORD XML data standard support is essential to achieving true straight through processing, at the same time it is also a complex process,” said Tony Rodoni, vice president, marketing and business development at Itemfield. “The ACORD XML forms integration solution is one of the first solutions to deliver this ACORD XML integration, and will give carriers a jumpstart on automating their quotation, application and claims processes.”

Availability

The jointly developed ACORD XML forms integration solution is available today from both Adobe and Itemfield. Pricing varies according to configuration, deployment size and integration requirements, and is available on request from Adobe.

About Itemfield

Itemfield is the leading provider of complex-data transformation software for the real-time enterprise. Itemfield ContentMaster™ reduces cost and time to deploy for integration projects by up to 70 percent. Leading companies such as AT&T, Philips, GMAC Financial Services, Ogilvy & Mather, Fireman’s Fund, Per-Se Technologies and Pitney Bowes trust Itemfield to transform their complex data into useful business assets. Headquartered in San Mateo, Calif., Itemfield has sales offices across the U.S. and distribution worldwide. For more information, please visit www.itemfield.com.

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Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

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