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FOR IMMEDIATE RELEASE

Adobe Stock Debuts New Editorial Collection and Next Gen Search Capability

New Search Technologies, Expanded Editorial Collection and Microsoft PowerPoint Integration Enhance the Most Comprehensive Marketplace for Digital Creative Assets

SAN JOSE, Calif. — June 13, 2017 — At a time where consumers demand authenticity and powerful storytelling in visual content, Adobe (Nasdaq:ADBE) is reinventing one of the most cumbersome, time-consuming tasks — finding the perfect image and video assets for creative projects—with today's introduction of Aesthetic Filters. Powered by Adobe Sensei, the company's artificial intelligence and machine learning framework, Aesthetic Filters allow users to fine-tune search results in Adobe Stock, saving time and improving the final creative product. Adobe is also announcing availability of new collections from Reuters, USA TODAY Sports (coming soon) and Stocksy. With nearly 90 million assets, Adobe Stock continues to build the most comprehensive marketplace for digital creative assets at the heart of Creative Cloud.

"In the two years since we launched Adobe Stock, we've significantly grown our collections and base of contributors, deepened creative workflows, expanded asset types and made it even easier for contributors to sell their work," said Claude Alexandre, vice president, Adobe Stock. "And now we're innovating with new advanced search technology, which will help creatives solve their most complex visual and design challenges."

Find the Perfect Image Through Adobe Sensei
Searching for the perfect stock image can be an arduous process. With over 30 years of technology innovation and deep understanding of how creatives work, Adobe is revolutionizing the way to intuitively find images. The new Aesthetic Filters in Adobe Stock leverage Adobe Sensei to let users quickly refine search results by applying filters like Depth of Field and Vivid Color, significantly saving time and improving workflow efficiency. Aesthetic Filters follow the debut of Adobe Stock Visual Search in November 2016, which allows users to perform searches based on a selected image instead of a simple text entry. When an image is uploaded, Adobe Stock uses machine learning to return images with similar visual and semantic characteristics, which can be further refined with keywords.

Exceptional Content Added from Editorial to Premium
Adobe Stock is building the most comprehensive marketplace of digital assets, including images, templates, videos and 3D -- all natively integrated into Creative Cloud applications. Earlier this year, Adobe introduced the 500px and Pond5 collections, further expanding the premium and video offering. Today Adobe Stock adds new editorial and premium collections from Reuters, USA TODAY Sports and Stocksy.

"Editorial imagery is a critical component of modern content creation," said Alphonse Hardel, global head, strategy & business development, Reuters. "What makes our partnership with Adobe particularly special is the ability to help the world's largest creative community tell their stories with Reuters news, sports and entertainment visuals, bringing these powerful assets directly into their workflow."

- **Reuters** for Adobe Stock Editorial Collection – Announced in November 2016, the editorial collection of 12 million editorial images from the world's largest multimedia news provider is now available featuring global news, sports and entertainment content. It will also include 26,000 hours of video and 1 million clips.
- **USA TODAY Sports** for Adobe Stock Editorial collection – Coming soon, the collection will cover more than 10,000 sporting events annually producing 500,000 images per year, including major league sports coverage from the NFL, NBA, MLB and NHL.
- **Stocksy** for Adobe Stock Premium collection - The Stocksy collection will expand the Adobe Stock Premium collection with a highly curated and unique collection of royalty-free stock photography that is distinctive, authentic and impactful for designers and visual storytellers. Adobe is the first and only distribution partner for the exclusive Stocksy collection.

Adobe Stock Central to Creative Workflows
Adobe Stock is already directly integrated inside Creative Cloud apps. Today Adobe Stock extends this integration to Microsoft Office PowerPoint with the new Adobe Stock add-in for PowerPoint that can help anyone build visually stunning presentations. By downloading the free add-in, users will be able to seamlessly search, preview and license Adobe Stock images without leaving PowerPoint. It is also the only stock service that supports visual search for images, making it easy for PowerPoint users to search with images instead of words.

"We're excited to see Adobe integrating Adobe Stock into the Microsoft PowerPoint experience," said Rob Howard, director of Office 365 Ecosystem at Microsoft. "With access to the high-quality image collection from Adobe Stock and the unique integration of Adobe's Visual Search technology, anyone using PowerPoint can efficiently find the perfect image for creating a professional, beautifully designed presentation."

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