

## FOR IMMEDIATE RELEASE

Contact: Hannah Latham  
Hannah@peachpit.com  
510-558-4193

### **Adobe Press Celebrates: Over 2.5 Million *Classroom in a Book* Titles Sold**

**Berkeley, CA—Oct. 11, 2006—**Adobe Press has a milestone to celebrate: the *Classroom in a Book* series has sold more than 2.6 million copies worldwide. *Classroom in a Book* is not only Adobe Press' most successful worldwide series but is also one of the most translated computer book series in the world, with some 27 foreign language editions in print and counting.

Adobe Press is jointly published by Peachpit, an imprint of Pearson Education, and Adobe Systems.

“Adobe continues to enthusiastically support Peachpit and Adobe Press in publishing the highest quality training for designers for all Adobe applications—from Photoshop and InDesign to Flash and ActionScript,” reports Tanya Wendling, Senior Director, Learning Resources, Adobe. “Adobe Press continues to create the computer industry's top-selling series for designers, the *Classroom in a Book* series with more than 2.6 million copies sold worldwide, as well as the *Studio Techniques* and (formerly Macromedia) *Training from the Source* series.”

“Working closely with Peachpit, Adobe's aim is to support the print, publishing, photography, digital video, motion graphics and web design communities with the highest quality content to help them master all of Adobe's core design applications,” continues Wendling.

Adobe supports other publishers publishing on topics outside of their core creative space. “But Peachpit remains their only publishing partner with exclusive rights to the Adobe Press imprint name,” reports Peachpit and Pearson Technology Group's VP/Publisher Nancy Aldrich-Ruenzel.

“The Adobe Press charter continues to be focused on the creative design, web, photography and digital video professionals, Peachpit's and Adobe's publishing sweet spot, as these sectors of the marketplace continue to be where the most of the action is,” reports Aldrich-Ruenzel. “We're very excited about the publishing opportunities with the new software revs, and we are already underway with plans to expand the scope of our relationship to include creating innovative new digital products as well.”

#### **About Adobe Press**

Adobe Press ([www.adobepress.com](http://www.adobepress.com)) books are published by Peachpit, a Berkeley-based publisher that has been producing top-notch books on topics such as graphic design, desktop publishing, multimedia, Web publishing, and general computing since 1986. Its award-winning books feature step-by-step explanations, time-saving techniques, savvy insider tips, and expert advice for computer users of all sorts. It is the home of the internationally recognized *Visual QuickStart Guide* series, the design imprint New Riders and its highly popular *Voices That Matter* series, and is the publishing partner for Adobe Press, lynda.com, NAPP, Apple Certified, AIGA Design Press and others. Peachpit is part of Pearson (NYSE: PSO), the international media company. Pearson's primary operations also include the Financial Times Group and the Penguin Group. Learn more at [www.peachpit.com](http://www.peachpit.com) and [www.pearson.com](http://www.pearson.com).

###