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FOR IMMEDIATE RELEASE

Adobe Completes Acquisition of Efficient Frontier

Leading Digital Ad Buying and Optimization Platform Enhances Multi-channel Campaign Capabilities

SAN JOSE, Calif. — Jan. 16, 2012 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced the completion of its acquisition of privately held [Efficient Frontier](#), a leader in optimizing multi-channel and auction-based digital advertising across search, display and social media. Adobe solutions are central to how digital marketing and advertising is created, managed, executed, measured and optimized. The acquisition of Efficient Frontier adds cross-channel ad campaign forecasting, execution and optimization capabilities to Adobe's existing [Digital Marketing Suite](#), along with a social marketing engagement platform and social ad buying capabilities.

Adobe currently captures approximately five trillion digital transactions per year for more than 5,000 customers, including many of the world's largest advertisers, publishers and advertising agencies. By combining this rich data with Efficient Frontier's powerful algorithms that define bidding strategies and budget allocation, Adobe continues to build upon the foundation of its independent ad buying and optimization platform. This will enable the company to provide a more complete suite of capabilities to digital marketers, advertisers and publishers for reporting and analytics, personalized experiences, multi-channel campaign management and media monetization.

"With the completion of the Efficient Frontier acquisition, we are focused on aggressively integrating cross-channel ad buying and optimization capabilities with our Digital Marketing Suite," said Brad Rencher, senior vice president and general manager of Digital Marketing, Adobe. "Enterprises and agencies that count on Adobe to optimize digital business will benefit from exciting advancements in our ability to help them better turn ad spend, social media initiatives and campaigns into real business impact."

With the acquisition now closed, Efficient Frontier president and chief executive officer, David Karnstedt, will continue to focus on advertising technologies for Adobe, as an instrumental part of the Digital Marketing Business.

Adobe plans to share the product roadmap for the integration of Efficient Frontier with the Adobe Digital Marketing Suite at the [Adobe Digital Marketing Summit 2012](#). The annual event will convene thousands of marketers, advertisers, publishers, agencies and developers in Salt Lake City, Utah from March 20-23, 2012. To register, visit the [conference site](#). For the latest event news and information, follow and join the conversation on [Twitter](#) and [Facebook](#).

Efficient Frontier recently published its [Digital Marketing Performance Report](#) for Q4 2011, which highlights trends across search, display and social media.

[Acquisition FAQ](#)

About the Adobe Digital Marketing Suite

The Adobe Digital Marketing Suite offers an integrated and open platform for online business optimization, a strategy for using customer insight to drive innovation throughout the business and enhance marketing efficiency. The Suite consists of integrated applications to collect and unleash the power of customer insight to optimize customer acquisition, conversion and retention efforts as well as the creation and distribution of content. For example, using the Suite, marketers can identify the most effective marketing strategies and ad placements as well as create relevant, personalized and consistent customer experiences across

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digital marketing channels, such as onsite, display, e-mail, social, video and mobile. The Suite enables marketers to make quick adjustments, automate certain customer interactions and better maximize marketing ROI, which, ultimately, can positively impact the bottom line.

Forward-Looking Statements Disclosure

This press release includes forward-looking statements, within the meaning of the Private Securities Litigation Reform Act of 1995, that are subject to risks, uncertainties and other factors, including risks and uncertainties related to Adobe's ability to successfully expand its business in multi-channel digital marketing and Adobe's ability to integrate Efficient Frontier's technology into other products and services offered by Adobe. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including statements regarding: the ability of Adobe to expand its business in multi-channel digital marketing; the growth of this market and other anticipated benefits of the transaction to Adobe; the ability of Efficient Frontier technology to optimize cross-channel advertising campaigns; the ability of algorithms contained in Efficient Frontier's products to leverage data captured by Adobe's Digital Marketing Suite and other products; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. These risks, uncertainties and other factors, and the general risks associated with Adobe's business, could cause actual results to differ materially from those referred to in the forward-looking statements. The reader is cautioned not to rely on these forward-looking statements. All forward-looking statements are based on information currently available to Adobe and are qualified in their entirety by this cautionary statement. For a discussion of these and other risks and uncertainties, individuals should refer to Adobe's SEC filings. Adobe does not assume any obligation to update any such forward-looking statements or other statements included in this press release.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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