

**For Immediate Release**

## **Adobe and Be Free, Inc. Provide Integrated Affiliate Marketing Solutions for Web Developers**

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### **Be Free Extension for GoLive 5.0 Enables Point-and-Click Creation of Affiliate Links**

Seybold, San Francisco (August 28, 2000)—Adobe Systems Incorporated (Nasdaq:ADBE), the leader in digital publishing for Web, print and dynamic media, today announced an alliance with Be Free, Inc., a leader in performance marketing, to integrate the Be Free ClickStart™ technology using the extensible architecture of Adobe GoLive 5.0 software. GoCash, the Be Free extension for GoLive 5.0, leverages Be Free's XML-based marketing solution and the support for XML in GoLive 5.0 to enable Web developers to access a variety of different promotional e-commerce offerings æ all from within the GoLive authoring environment.

“As competition on the Web continually increases, it is crucial for e-businesses to reach and acquire new customers to build market share and attain profitability,” said Gordon Hoffstein, chairman and CEO of Be Free, Inc. “Adobe is the expert in providing professionals with the tools to build online experiences that attract and retain customers. The GoCash plug-in allows GoLive 5.0 users to connect quickly and easily to Be Free powered affiliate programs and begin to add value to their site and earn commissions within minutes.”

“This alliance with Be Free allows us to easily provide an important ingredient —commerce — to GoLive 5.0 sites,” said Hank Skorny, senior director of Internet strategy and alliances at Adobe. “Because GoLive 5.0 is the premiere visual Web authoring tool for Web professionals across the Internet, Be Free is bringing its customers affiliate marketing programs to an even wider and more targeted audience of potential affiliates.”

ClickStart works directly within an affiliate's web authoring tool environment using XML. Affiliates can now place promotional links on their sites within seconds, without having to write or copy any HTML code. ClickStart is an application programmer's interface (API) that allows web authoring tools to seamlessly and invisibly connect affiliates directly to Be Free's infrastructure and manage their relationships with Be Free's merchants without having to leave their web authoring tool.

(more)

### Adobe GoLive 5.0

Adobe GoLive 5.0 includes over 100 new features that improve collaboration between coders and designers, increase productivity, and simplify creation and management of dynamic Web sites. With an SDK and JavaScript support, GoLive 5.0 is the ideal platform for customers, integrators and developers to extend Web application development. Adobe GoLive 5.0 Dynamic Link allows users to seamlessly connect to and deliver content from any ODBC-compliant or OLE DB database. Part of the Adobe Web Collection, Adobe GoLive 5.0 is tightly integrated with Adobe Photoshop®, Adobe Illustrator®, Adobe LiveMotion™, Adobe After Effects® and Adobe Premiere®.

### About Be Free, Inc.

Be Free, Inc. (NASDAQ: BFRE) is a leader in performance marketing – the next generation of online marketing. Be Free helps its customers build and manage uniquely branded online sales channels, enabling these sites to capture revenue by driving site traffic, generating qualified leads and selling products in context on locations throughout the Web. Be Free's customers include some of the Internet's leading merchants, online services and portals such as IBM, America Online, Inc., barnesandnoble.com, GoTo.com, Mercata, C|Net, Garden.com, PC Connection, Lycos, About.com and Yahoo!™ GeoCities.

Affiliates can enroll in performance marketing programs using Be Free's technology with a streamlined application form called FastApp, located at <http://fastapp.befree.com>.

Founded in 1996, Be Free has offices in Marlborough, MA, Pittsburgh, PA, Atlanta, GA, Chicago, IL, Los Angeles, CA, Culver City, CA, Campbell, CA, Austin, TX, Silver Spring, MD, Seattle, WA, New York, NY and Windsor, UK. For more information, visit <http://www.befree.com>.

### About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Web and print publishing. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, publish and deliver visually rich content for various types of media. Headquartered in San Jose, California, Adobe is the third largest PC software company in the U.S., with annual revenues exceeding \$1 billion.

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