



Press/Analyst Contacts:
Layla McHale
Adobe Systems Incorporated
408-536-2250
lmchale@adobe.com

Kristin Schaefer
Amazon.com
206-266-7180
kristins@amazon.com

For Immediate Release

Adobe and Amazon.com to Extend Availability of Adobe Acrobat eBook Reader and eBook Titles Worldwide

Starting Today Only at Amazon.com, Unique Titles From Major Publishers Spanning eResearch to Business to Trade Bestsellers Available in Adobe PDF

SEYBOLD, BOSTON, (April 10, 2001)—Adobe Systems Incorporated (Nasdaq: ADBE), the leader in Network Publishing, and Amazon.com (Nasdaq: AMZN), the leading global online retailer, today announced a global alliance to offer the Adobe® Acrobat® eBook Reader™ software in Amazon.com's e-book store (www.amazon.com/ebooks). The site will offer nearly two thousand Adobe Portable Document Format- (PDF) based eBooks, including several diverse titles from major publishers. Over the next 12 months, the two companies plan to extend the alliance to Amazon's international sites in France, Germany, Japan and the United Kingdom.

Starting today, customers visiting Amazon.com's eBooks store can download the Acrobat eBook Reader free of charge and choose from a vast selection of Adobe PDF titles. Among the unique titles are: "The Blue Nowhere," by Jeffery Deaver (Simon & Schuster); "Ordinary People, Extraordinary Wealth," by Ric Edelman (Harper Collins); "The Big Red Fez," by Seth Godin (Seth Godin Publishers); and "Profit From the Core: Growth Strategy in an Era of Turbulence" by Chris Zook (Harvard Business School Press). The digital selection also includes business content from META Group and articles from the Harvard Business Review; travel-related eBooks covering specific regions from Publications Unbound; and color, graphical children's books such as "Barney Is It Time Yet?" (iPicturebooks).

"Because Amazon.com is a company born and bred in the digital age, the company understands that the reach of eBooks is much bigger than mainstream novels and consumer titles," said Michael Looney, senior director of eBooks at Adobe. "By teaming with Amazon.com, we will give consumers world-wide a graphically-rich, interactive eBook reading experience with the added ability to print content. Mobile professionals and students in particular can leverage these benefits with eBooks such as financial reports and course packets."

"We are excited to offer our more than 30 million customers worldwide the Adobe technology and a great line-up of Adobe PDF titles that really illustrate the incredible versatility of digital content and its potential," said Jeff Blackburn, general manager of worldwide digital for Amazon.com.

Adobe Acrobat eBook Reader provides vivid representations of graphics-intensive books such as college textbooks, cookbooks, children's books and travel books. Adobe Acrobat eBook Reader also features an easy-to-use, intuitive interface that allows for full-text searches, bookmarks, text highlights and annotations.

(More)

The alliance marks the latest milestone for the Amazon Worldwide Digital Group, a team dedicated to scaling the company's digital platform across categories and geographies to ensure that Amazon.com customers enjoy a best-of-breed digital download experience. The Group is also working with publishers to maximize sales of their digital content online.

About Adobe Systems Incorporated

Founded in 1982, Adobe Systems Incorporated (www.adobe.com) builds award-winning software solutions for Network Publishing, including Web, print, video, wireless and broadband applications. Its graphic design, imaging, dynamic media and authoring tools enable customers to create, manage and deliver visually-rich, reliable content. Headquartered in San Jose, Calif., Adobe is the second-largest PC software company in the U.S., with annual revenues exceeding \$1.3 billion.

This press release contains forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: delays in shipment of updates and/or upgrades to the Acrobat eBook Reader and localized versions thereof; lack of market acceptance for Acrobat eBook Reader and its updates and/or upgrades; adverse changes in economic conditions in the U.S., France, Germany, Japan and/or the United Kingdom, including without limitation the recent slow-down affecting the United States and other geographic areas; weakness in demand for eBook application software; and introduction of new eBook related products by major competitors. For further discussion of the risks and uncertainties, individuals should refer to the Company's SEC filings, including the 2000 annual report on Form 10-K and quarterly reports on Form 10-Q filed by the Company in 2000 and 2001.

About Amazon.com

Amazon.com (Amazon.com, Inc., and its subsidiaries) (Nasdaq: AMZN) opened its virtual doors on the World Wide Web in July 1995 and today offers Earth's Biggest Selection, along with online auctions and free electronic greeting cards, to its more than 30 million customers in over 200 countries. Amazon.com seeks to be the world's most customer-centric company, where customers can find and discover anything they might want to buy online. Amazon.com lists more than 28 million unique items in categories such as electronics, kitchen products, books, music, DVDs, videos, camera and photo items, toys, software, computer and video games, tools and hardware, lawn and patio items, and wireless products. Amazon.com operates four international sites: www.amazon.fr, www.amazon.co.uk, www.amazon.de and www.amazon.co.jp.

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among

others, Amazon.com's anticipated losses, significant amount of indebtedness, competition, seasonality, potential fluctuations in operating results, management of potential growth, risks of system interruption, consumer trends, risk of fulfillment center optimization, inventory risks, limited operating history, risks related to fraud and Amazon.com Payments, and risks of new business areas, international expansion, business combinations, strategic alliances and strategic partnerships. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K and for the year ended December 31, 2000, and all subsequent Quarterly Reports on Form 10-Q.

###