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#### FOR IMMEDIATE RELEASE

# Adobe to Acquire Neolane, Extending Leadership in Digital Marketing

## Acquisition Brings Cross-Channel Campaign Management to Industry's Most Comprehensive Offering for Marketers

**SAN JOSE, Calif. – June 27, 2013** – Adobe Systems Incorporated (Nasdaq:ADBE) today announced it has entered into a definitive agreement to acquire privately held Neolane, a leader in cross-channel campaign management technology, headquartered in Paris, France, for approximately \$600 million in cash.

Neolane integrates online and offline marketing data from across an enterprise – performing robust audience segmentation and delivering marketing messages across channels. It offers a best-in-class platform for sophisticated automation and execution of campaigns across the Web, email, social, mobile, call center, direct mail and point of sale (POS). This enables marketers to deliver consistent customer experiences, personalized campaigns and increased ROI.

"The acquisition of Neolane brings critical cross-channel campaign management capabilities to the Adobe® Marketing Cloud," said Brad Rencher, senior vice president and general manager of Adobe's Digital Marketing business. "Adobe has long been the trusted partner to creative professionals and we are now extending our lead in the digital marketing space with the addition of Neolane. From campaign creation through planning, execution and optimization, Adobe technology is driving the entire marketing process."

Neolane will become a sixth solution in the Adobe Marketing Cloud, complementing the existing Analytics, Target, Social, Experience Manager and Media Optimizer offerings. This creates an unparalleled platform for delivering rich, personalized experiences to consumers across channels and devices, and giving a unified view of the customer to marketers. The Adobe Marketing Cloud enables marketers to drive what once were incredibly complex campaigns – delivering marketing ROI that is highly measurable.

The Neolane acquisition builds upon Adobe's strategy of combining organic innovation with key acquisitions to deliver the most robust set of solutions for digital marketers today. This most recent acquisition complements other strategic digital marketing acquisitions, beginning with Omniture in 2009 and followed by Day Software (2010), Demdex (2011), Auditdude (2011) and Efficient Frontier (2012).

"Neolane has more than 400 customers worldwide, many of whom are Adobe customers as well," said Stéphane Dehoche, CEO and co-founder of Neolane. "Combining our capabilities into Adobe Marketing Cloud will open up a level of visibility that makes these marketers' day-to-day work easier and more effective. Adobe has an incredible vision for the future of marketing along with a connection to the creative process that no other company can match. We're ready to help take their market leadership to the next level."

The transaction, which is expected to close in July, is subject to customary closing conditions. The potential financial impact to Adobe of this transaction is not reflected in financial targets previously provided by Adobe. Until the transaction closes, each company will continue to operate independently. Assuming the completion of the transaction, Adobe believes the acquisition of Neolane will not materially affect the company's forecasted revenue and non-GAAP financial results in fiscal year 2013. Due to the absence at this time of certain acquisition-related cost estimates and purchase price accounting, Adobe is currently unable to provide an estimated impact on future GAAP earnings. Neolane CEO Stéphane Dehoche will continue to lead the former Neolane team as part of Adobe's Digital Marketing business.

For more information, see the [Adobe Corporate Blog](#).

#### **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 integrate Neolane's technology into Adobe Marketing Cloud. 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 extend its leadership in digital marketing and other anticipated benefits of the transaction to Adobe; the emergence of new marketing channels, the effectiveness of Neolane's technology; the ability of Adobe and Neolane to close the announced transaction; 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

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