



**Subject Line: Adobe Reader and FedEx Kinko's**

It is clear that the recent announcement to connect Adobe Reader with FedEx Kinko's online printing capabilities has caused concern among some of our partners and key business allies in the print community. Our motivation for the deal was simple – offer customers, who are already printing and shipping through FedEx Kinko's, a more seamless way of getting their print jobs done. Clearly, the industry did not view our announcement in that way. It was not Adobe's intent to upset our loyal print partners or in-house print service providers. Adobe has a long history with the print community that we appreciate and value greatly.

We are currently working to set up a forum with a group of print partners to serve as an advisory council to Adobe on this issue. We will look for ways to accommodate your needs and those of the other members of the print community while respecting our contractual obligations with FedEx Kinko's. The advisory meeting is tentatively scheduled for July 17<sup>th</sup>. If you have ideas or suggestions, please email them to [printfeedback@adobe.com](mailto:printfeedback@adobe.com) by July 11<sup>th</sup>, so we can include them in the forum.

Our goal remains steadfast: working with you to improve our customers' experiences. Again, thank you for your feedback.

Regards,

Johnny Loiacono  
Senior Vice-President  
Creative Solutions Business Unit