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FOR IMMEDIATE RELEASE

Adobe and Yahoo! Unveil Beta Of New Advertising Service For PDF Publishers

Dynamic Ads Integrated in Adobe PDF to Drive New Revenues for Content Owners

SAN JOSE and SUNNYVALE, CA — Nov. 29, 2007— Adobe Systems Incorporated (Nasdaq:ADBE) and Yahoo! Inc. (Nasdaq:YHOO) today launched Ads for Adobe PDF Powered by Yahoo!, an opt-in service that enables online commercial publishers to drive new revenue by including timely, contextual ads next to Adobe Portable Document Format (PDF)-based content. The service has the potential to offer readers access to more free content, enhanced with ads that match their interests. Ads for Adobe PDF Powered by Yahoo! is available initially as a beta program.

The new service allows publishers to generate revenue by including contextual, text-based ads next to Adobe PDF content, with Yahoo! providing access to its extensive network of advertisers to match a broad range of subject matter. For advertisers, Ads for Adobe PDF Powered by Yahoo! extends reach by delivering advertising across a new channel of content, while also providing the ability to track advertising performance, just as they can today with ads placed on Web sites.

“By partnering with Yahoo! on this innovative advertising service we are creating opportunities for publishers to build new businesses around unique content that previously was just given away or not available to a mass online audience,” said Rob Tarkoff, senior vice president, Corporate Development at Adobe. “As advertisers look to touch new audiences, readers can look forward to some exciting Adobe PDF content coming their way.”

“This partnership with Adobe creates a previously untapped opportunity for advertisers to connect with qualified audiences, while opening new revenue streams for publishers, and helping deliver additional relevant content to consumers,” said Todd Teresi, senior vice president, Yahoo! Publisher Network. “Creating new value with Ads in Adobe PDFs is a natural step forward in Yahoo!’s ongoing strategy to enable an array of digital connections between advertisers, publishers, and consumers.”

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How it Works

To join the program, publishers must register online, and then simply upload their Adobe PDF content so that it can be ad-enabled before distributing PDFs as they do today. Ads can only be displayed within Adobe Reader and Adobe Acrobat, in a panel adjacent to the content so that they do not disrupt the viewing experience. Every time the PDF content is viewed, contextual ads are dynamically matched to the content of the document. The publisher can then monitor performance through detailed reports. Publishers already committed to participating in the Ads for Adobe PDF Powered by Yahoo! beta program include: IDG InfoWorld, Wired, Pearson's Education, Meredith Corporation, Reed Elsevier and many more.

“Since moving to a Web-only format earlier this year, we at InfoWorld have been able to apply a laser focus to cutting-edge solutions for the electronic distribution of our content,” said Allen Fear, director of Online Content at InfoWorld. “The unique combination of Adobe PDF and Yahoo! ads presents a new way of generating revenue from many of our existing products. We are excited about the opportunity to work with Adobe and Yahoo! on what we believe is a solution that significantly enhances the value of PDF distribution.”

Pricing, Availability and System Requirements

Ads for Adobe PDF Powered by Yahoo! is a free service and does not require the purchase or installation of software. The program, currently in beta, is open to US-based publishers who produce English content. Publishers can apply to participate in the program at advision.webevents.yahoo.com/adobe/. Ads for Adobe PDF Powered by Yahoo! supports PDF content created in Adobe Acrobat 8 and earlier versions. For more information including system requirements please visit [Adobe Labs](#).

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information – anytime, anywhere and through any medium. For more information, visit www.adobe.com.

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California.

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