

ADOBE® VOLUME LICENSING PROGRAMS

ADOBE TLP TO CLP CONVERSION PROMOTION

Promotional offer dates: July 1, 2010 – November 30, 2010



CAPITALIZE ON ADOBE VOLUME LICENSING INVESTMENTS

Adobe is offering a limited-time promotion to give customers easier entry into CLP 5 and take advantage of significant volume savings and other licensing benefits. This promotion enables customers to apply the total points in TLP orders placed between November 1, 2009 through April 30, 2010 toward a new 25,000 point CLP 5 Commercial or Government membership. Most Creative Suite and Acrobat products are eligible.

WHY YOU SHOULD CONSIDER THIS PROMOTIONAL OFFER:

- Lower your requirement for entry into CLP 5
 - Spend **less** to become a CLP member with this promotion than you would without this offer (due to the credit from your TLP purchases over the specified six-month period that will reduce your minimum order required)

Note: Maximum of 20,000 TLP points can be applied

- Example: Your Commercial / Government TLP purchases between November 1, 2009 and April 30, 2010 have accumulated a total of 25,000 points. You can place an order for only 5,000 points to gain entry to CLP 5 Commercial or Government membership

HOW YOU CAN QUALIFY FOR THE CLP ENTRY REQUIREMENT:

- New licenses, Upgrade Plan for new or existing licenses, upgrades, and support programs all contribute points toward the initial entry requirement, which provide flexibility and can help you qualify more easily
- You can more easily accrue points toward the CLP Commercial entry requirement (plus save significant money) through the Acrobat "Three for Free" licensing promotion where you buy 3 new, full Acrobat licenses and get 3 upgrades free:
 - TLP "Three for Free" orders during the six-month period contribute toward the total TLP point value
 - CLP "Three for Free" orders as part of the initial order qualify toward the minimum points required

KEY REASONS YOU SHOULD CONSIDER MOVING FROM TLP 5 TO CLP 5

- **SAVE MONEY**
 - Commercial: Save between 3–16% in pricing by moving from TLP to CLP*
 - Government: Save between 11–17% in pricing by moving from TLP to CLP**
 - Receive CLP pricing on all orders of any size at the current discount level throughout the two-year membership term (after the initial minimum is met)
 - Points accumulate during the membership period, so if you surpass the first discount level you'll receive additional savings per license
- **SAVE TIME AND MAINTAIN CONTROL**
 - Single license key per product — simplifies deployment
 - Install additional seats of currently licensed software when needed and consolidate orders under one monthly purchase order
 - One program administrator with access to all purchases for centralized tracking and administration
 - Upgrade Plan is co-terminus with the CLP membership term

*estimated street pricing for CLP 5 Commercial levels 1–4 compared to TLP level 2, all products and configurations

**estimated street pricing for CLP 5 Government levels 1–3 compared to TLP level 1, all products and configurations

QUESTIONS TO ASK AND HOW CLP CAN HELP

Question	How CLP can help
How can I save money and lock in discounts based on purchase history?	<ul style="list-style-type: none">• CLP offers up to 16% savings over TLP for Commercial and up to 17% savings over TLP for Government• Guaranteed initial discount level throughout two-year term with chance to attain higher discount level
How can I save time and resources and better manage my licenses?	<ul style="list-style-type: none">• One program administrator with access to all purchases• Upgrade Plan co-terminus with CLP
How can I streamline installation of volume licenses?	<ul style="list-style-type: none">• Single license key per product• Install additional seats of currently licensed software anytime during month when needed

More information can be found at:

<http://www.adobe.com/aboutadobe/volumelicensing/>