Adobe Systems Incorporated
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October 8, 2013

On behalf of Adobe Systems, I am writing to inform you about an incident that involved information about you. We recently discovered that, between September 11 and September 17, an unauthorized third party illegally accessed certain customer order information. We take the security of personal information seriously and deeply regret that this incident occurred.

We began investigating the incident as soon as we learned of it. Although our investigation is ongoing, we believe that the third party likely removed from our systems certain customer names, payment card expiration dates, encrypted payment card numbers, and other information relating to customer orders. In addition, the third party used our systems to decrypt some card numbers. We have not been able to confirm that any decrypted card numbers were removed as a result of this access to our systems. We have contacted federal law enforcement and the banks processing payments for Adobe, and are assisting in their investigation of this incident.

We recommend that you closely review the information provided in this letter for some steps that you can take to help protect yourself against the potential misuse of your personal information. As a precaution, we have arranged for you (at your option) to enroll in a complimentary one-year credit monitoring membership. We have engaged Experian to provide you with its ProtectMyID Alert membership, which provides daily credit monitoring of the Experian credit bureau, fraud resolution assistance, and identity theft insurance. You have until February 28, 2014 to activate this complimentary credit monitoring membership by using the following activation code: [INSERT CODE]. This code is unique for your use and may not be shared. To enroll, please visit http://www.protectmyid.com/adobe or call (866) 578-5413.

We also recommend that you monitor your account for incidents of fraud and identity theft, including regularly reviewing your account statements and monitoring free credit reports. If you discover any suspicious or unusual activity on your account or suspect identity theft or fraud, you should report it immediately to your financial institution. In addition, you may contact the Federal Trade Commission (FTC) or law enforcement to report incidents of identity theft or to learn about steps you can take to protect yourself from identity theft. To learn more, you can go to the FTC's website, at www.consumer.gov/idtheft, call the FTC at (877) IDTHEFT (438-4338), or write to Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

You may also periodically obtain credit reports from each nationwide credit reporting agency. If you discover information on your credit report arising from a fraudulent transaction, you should request that the credit reporting agency delete that information from your credit report file. In addition, under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228. You may contact the nationwide credit reporting agencies at:

Equifax
(800) 525-6285
P.O. Box 740241
Atlanta, GA 30374-0241
www.equifax.com

Experian
(888) 397-3742
P.O. Box 9532
Allen, TX 75013
www.experian.com

TransUnion
(800) 680-7289
Fraud Victim Assistance Division
P.O. Box 6790
Fullerton, CA 92834-6790
www.transunion.com

In addition, you may obtain additional information from the FTC and the credit reporting agencies about fraud alerts and security freezes. You can add a fraud alert to your credit report file to help protect your credit information. A fraud alert can make it more difficult for someone to get credit in your name because it tells creditors to follow certain procedures to protect you, but it also may delay your ability to obtain credit. You may place a fraud alert in your file by calling just one of the three nationwide credit reporting agencies listed above. As soon as that agency processes your fraud alert, it will notify the other two agencies, which then must also place fraud alerts in your file. In addition, you can ask these agencies if they will place a security freeze on your credit report. A security freeze will prohibit these agencies from releasing information from your credit file without your written authorization.

Please know that we regret any inconvenience or concern this incident may cause you. If you have any questions or concerns, please do not hesitate to contact us by visiting http://www.adobe.com/go/customer_alert or calling us at (866) 412-8699.

Sincerely,

Brad Arkin
Chief Security Officer

IF YOU ARE AN IOWA RESIDENT: You may contact local law enforcement or the Iowa Attorney General's Office to report suspected incidents of identity theft. You can contact the Iowa Attorney General at:

Office of the Attorney General
1305 E. Walnut Street
Des Moines, IA 50319
(515) 281-5164
www.iowa.gov/government/ag

IF YOU ARE A MARYLAND RESIDENT: You may obtain information about avoiding identity theft from the FTC or the Maryland Attorney General's Office. These offices can be reached at:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) IDTHEFT (438-4338)
www.ftc.gov/idtheft/

Office of the Attorney General
Consumer Protection Division
200 St. Paul Place
Baltimore, MD 21202
(888) 743-0023
www.oag.state.md.us

IF YOU ARE A NORTH CAROLINA RESIDENT: You may obtain information about preventing identity theft from the FTC or the North Carolina Attorney General's Office. These offices can be reached at:

Federal Trade Commission
Consumer Response Center
600 Pennsylvania Avenue, NW
Washington, DC 20580
(877) IDTHEFT (438-4338)
www.consumer.gov/idtheft

North Carolina Department of Justice
Attorney General Roy Cooper
9001 Mail Service Center
Raleigh, NC 27699-9001
(877) 566-7226
www.ncdoj.com