

Mr Bruce Chizen
Chief Executive Officer
Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704



3 July 2007

Dear Mr Chizen,

On behalf of the Printing Industries Association of Australia and the Australian printing industry which employs some 115,000 people in over 5,000 companies, may I convey our disappointment and shock at your company's inclusion of a dedicated link in Adobe Acrobat to your preferred print company, FedEx Kinko's.

While we recognise and understand that you are perfectly within your rights to have a preferred print supplier, to offer this directly to the clients of a significant proportion of your customer base, the graphic arts industry, flies in the face of common sense. Effectively, you are promoting a competitor service provider to the clients and potential clients of every printing company in Australia and other countries that uses your Acrobat software.

This has provoked enormous backlash within Australia with calls for boycotts of all Adobe products. Adobe has done much to expand the opportunity and capability of our industry, an industry which strongly supports you whole product range (in fact we recently became resellers to our industry) and it makes no sense to alienate this same industry here in Australia and world-wide.

I can only conclude that this project must have focussed more on the capabilities of Acrobat which overshadowed the practical considerations of what such a move would say to printing industries around the world.

As each day passes the groundswell of antagonism against all Adobe products is being heralded more and more as a direct result of this move. We ask that you reverse this decision as a matter of urgency and keep faith with industries that have supported your organisation to develop to the extent it has.

I look forward to your response so that we can reassure our industry that Adobe has not turned its back on them.

Yours sincerely

Philip Andersen
Chief Executive Officer

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