



Adobe Systems Incorporated	Omniture, Inc.
MARKET: Business, creative and mobile software solutions	MARKET: Web analytics and online business optimization software and services
TICKER SYMBOL: ADBE (NASDAQ)	TICKER SYMBOL: OMTR (NASDAQ)
MARKET CAP: \$18.19 billion (as of 9/11/09)	MARKET CAP: \$1.29 billion (as of 9/11/09)
HEADQUARTERS: San Jose, Calif.	HEADQUARTERS: Orem, Utah
FOUNDED: 1982	FOUNDED: 1996
PRESIDENT & CEO: Shantanu Narayan	CO-FOUNDER & CEO: Josh James
EMPLOYEES: Approx. 7,560 worldwide	EMPLOYEES: Approx. 1,200 worldwide
FY 08 REVENUE: US \$3.58 billion (FYE Nov. 28, 2008)	FY 08 REVENUE: US \$295.6 million (FYE Dec. 31, 2008)
CUSTOMERS: Creative professionals; publishers, syndicators and merchandisers; enterprises; knowledge workers; and application developers worldwide	CUSTOMERS: Web analysts, online marketers, e-commerce merchandisers, and chief marketing officers worldwide
MARKET PRESENCE: <ul style="list-style-type: none"> ▪ Adobe operates in 40 countries worldwide ▪ Adobe Flash Player content reaches over 98% of Internet-enabled desktops and more than 80% of online videos worldwide are viewed using Adobe Flash technology, making Flash the #1 format for video on the Web ▪ Adobe Reader software is distributed in 26 languages on 10 major platforms worldwide ▪ One million designers and developers use Adobe Flash ▪ Award-winning software Creative Suite®, Photoshop®, and Acrobat® that spans all industries, serving customers of every size 	MARKET PRESENCE: <ul style="list-style-type: none"> ▪ Omniture operates in over 20 countries worldwide ▪ Omniture is the largest provider of Web analytics and online business optimization solutions ▪ More than 5,000 customers worldwide, including Fortune 100 companies, major retailers and leading e-commerce sites ▪ Product portfolio of 12 products across online analytics, multi-channel analytics, acquisition and conversion ▪ Over 17,000 servers in global data centers, capturing more than 1 trillion digital transactions per quarter