

**ADOBE ECHOSIGN  
INTERACTIVE VENDING MACHINE PROMOTION  
OFFICIAL RULES**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. PROMOTION SHALL BE CONSTRUED AND EVALUATED IN ACCORDANCE WITH THE LAWS OF THE UNITED STATES OF AMERICA.**

**1. Eligibility:** The Adobe EchoSign Interactive Vending Machine Promotion (the “Instant Win Game”) is open only to individuals who are the age of majority in the jurisdiction in which they reside at the time of entry and who are conference or Expo+ pass holders at Dreamforce 2014 in San Francisco, California. Employees, officers, and representatives of Adobe (as defined below), as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. Participation in the Instant Win Game constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Instant Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Adobe Systems Incorporated, 345 Park Ave. San Jose, CA 95110, United States, its affiliates and subsidiaries (collectively, “Adobe”).

**3. Timing:** The Instant Win Game begins on October 13, 2014 at approximately 12:00:00 p.m. Pacific Daylight Time (“PDT”) and ends on October 16, 2014 at approximately 2:00:00 p.m PDT or when all prizes have been given away, whichever happens sooner (the “Promotion Period”). Participants may play the Instant Win Game only during the Promotion Period and only during the Dreamforce Expo hours (the “Entry Period”). There will be a separate Entry Period each day during the Promotion Period. Sponsor’s computer is the official time-keeping device for the Instant Win Game.

**4. How to Enter:** Visit Sponsor’s exhibition at the Moscone North Expo Hall Booth N1935 at the Dreamforce conference during the Entry Period, have your Dreamforce conference or Expo+ badge scanned by a Sponsor representative, and interact with a video displayed on Sponsor’s “Vending Machine”. After the video ends, a button on the Vending Machine will appear. Press the button and your potential prize will be randomly dropped from the vending machine. All potential winners are subject to verification of eligibility before any prize will be awarded. **Limit:** An individual may only play one (1) time during the Promotion Period. Any attempt by an entrant to obtain more than one (1) play by using multiple/different identities, registrations/badges or any other methods will void that entrant's plays and that entrant may be disqualified.

**5. Instant Win Game Prize Selection and Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. Sponsor’s decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND

ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

**6. Prizes:** Set forth below are the prizes that will be stocked in the Vending Machine for each Entry Period; however, in the event that any Grand, First, Second or Third prizes are not won by the end of any Entry Period, then such Grand, First, Second and Third prizes will be kept in the Vending Machine for the following Entry Period (if any) and will replace lower value prizes (starting with the lowest value) scheduled for placement in the Vending Machine in the next Entry Period. For example, if no one wins the Grand Prize on October 13, then, there will be two (2) Grand Prizes in the Vending Machine on October 14 and only 524 Seventh Prizes.

| Entry Period | Date     | Prize  |
|--------------|----------|--|
| 1            | 10/13/14 | <ul style="list-style-type: none"> <li>• <u>1 Grand Prize:</u> (i) 49ers Package (as defined below). Approximate Retail Value (“ARV”): \$1,700; or (ii) \$500 AMEX gift card. ARV: \$500. Odds: 1:750.</li> <li>• <u>2 First Prizes:</u> \$500 Airline voucher (Airline to be selected in Sponsor’s sole discretion) (“Airline Voucher”). Odds: 1:375.</li> <li>• <u>10 Second Prizes:</u> \$100 cash. Odds: 1:75.</li> <li>• <u>30 Third Prizes:</u> \$15 iTunes gift card. Odds: 1:25.</li> <li>• <u>40 Fourth Prizes:</u> EchoSign business card holders. ARV of each Fourth Prize: \$5. Odds: 4:75.</li> <li>• <u>140 Fifth Prizes:</u> \$5 Starbucks gift card. Odds: 14:75.</li> <li>• <u>527 Sixth Prizes:</u> M&amp;Ms pack. ARV of each Sixth Prize: \$1.89. Odds: 527:750.*</li> </ul> |
| 2            | 10/14/14 | <ul style="list-style-type: none"> <li>• <u>1 Grand Prize:</u> (i) 49ers Package; or (ii) \$500 AMEX gift card. Odds: 1:750.*</li> <li>• <u>1 First Prize:</u> \$500 Amazon gift card. Odds: 1:750.*</li> <li>• <u>1 Second Prize:</u> GoPro Camera (make and model to be selected by Sponsor in its sole discretion). ARV of Second Prize: \$300. Odds: 1:750.*</li> <li>• <u>10 Third Prizes:</u> \$100 cash. Odds: 1:75.*</li> <li>• <u>30 Fourth Prizes:</u> \$15 iTunes gift card. Odds: 1:25.*</li> <li>• <u>40 Fifth Prizes:</u> EchoSign business card holders. ARV of each Fifth Prize: \$5. Odds: 4:75.*</li> <li>• <u>140 Sixth Prizes:</u> \$5 Starbucks gift card. Odds: 14:75.*</li> <li>• <u>527 Seventh Prizes:</u> M&amp;Ms pack. Odds 527:750.*</li> </ul>                     |
| 3            | 10/15/14 | <ul style="list-style-type: none"> <li>• <u>1 Grand Prize:</u> (i) 49ers Package; or (ii) \$500 AMEX gift card. ARV: \$500. Odds: 1:750.*</li> <li>• <u>1 First Prize:</u> \$500 Amazon gift card. Odds: 1:750.*</li> <li>• <u>1 Second Prize:</u> \$500 Airline Voucher. Odds: 1:750.*</li> <li>• <u>10 Third Prizes:</u> \$100 cash. Odds: 1:75.*</li> <li>• <u>30 Fourth Prizes:</u> \$15 iTunes gift card. Odds: 1:25.*</li> <li>• <u>40 Fifth Prizes:</u> EchoSign business card holders. ARV of each Fifth Prize: \$5. Odds: 4:75.*</li> <li>• <u>140 Sixth Prizes:</u> \$5 Starbucks gift card. Odds: 14:75.*</li> <li>• <u>527 Seventh Prizes:</u> M&amp;Ms pack. Odds: 527:750.*</li> </ul>   |
| 4            | 10/16/14 | <ul style="list-style-type: none"> <li>• <u>1 Grand Prize:</u> (i) 49ers Package; or (ii) \$500 AMEX gift card.</li> </ul>   |

|  |  |  |
|--|--|--|
|  |  | <p>Odds: 1:710.*</p> <ul style="list-style-type: none"> <li>• <u>1 First Prize</u>: \$500 AMEX gift card. Odds: 1:710.*</li> <li>• <u>1 Second Prize</u>: GoPro Camera (make and model to be selected by Sponsor in its sole discretion). ARV of Second Prize: \$300. Odds: 1:710.*</li> <li>• <u>10 Third Prizes</u>: \$100 cash. Odds: 1:71.*</li> <li>• <u>30 Fourth Prizes</u>: \$15 iTunes gift card. Odds: 3:71.*</li> <li>• <u>40 Fifth Prizes</u>: EchoSign business card holders. ARV of each Fifth Prize: \$5. Odds: 4:71.*</li> <li>• <u>100 Sixth Prizes</u>: \$5 Starbucks gift card. Odds: 10:71.*</li> <li>• <u>527 Seventh Prizes</u>: M&amp;Ms pack. Odds: 527:710.*</li> </ul> |
|--|--|--|

\* Actual odds may vary depending on whether prizes are rolled over from the prior day.

All gift cards and vouchers subject to additional terms and conditions as set forth on the cards and vouchers, including the expiration date, and also to all terms and conditions set forth in the issuer's cardholder agreement (if applicable). Prizes that are not won by the end of the Promotion Period will not be awarded. Prizes cannot be transferred, substituted or redeemed for cash, except at Sponsor's sole discretion. Sponsor reserves the right to substitute any prize, or portion thereof, with a prize of comparable or greater value, in its sole discretion. Prize consists of only those items specifically stated as part of the prize. All expenses and costs associated with the acceptance or use of the prize that are not expressly specified in these Official Rules as being part of the prize are the sole responsibility of the winner. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. TOTAL ARV OF ALL PRIZES: \$23,584. Limit: One (1) Instant Win Game prize per person.

#### Grand Prize Details

Each Grand Prize winner must select between the 49ers Package and the \$500 AMEX gift card immediately after they have been verified by Sponsor as a Grand Prize winner. If the Grand Prize winner is (i) under the age of twenty-one (21) years old at the time of entry, or (ii) a foreign national, the Grand Prize winner must select the \$500 AMEX gift card.

The "49ers Package" consists of the following:

- One (1) nights hotel accommodation (standard, one room, double occupancy) at a hotel of Sponsor's choosing;
- Two (2) tickets to a San Francisco 49ers home game of Sponsor's choosing
- Roundtrip ground transportation to/from the hotel to the San Francisco 49ers home game; and
- Roundtrip ground transportation to/from the hotel to either San Francisco, San Jose, or Oakland airport.

Additional 49ers Package conditions: Grand Prize winners who select the 49ers Package will be required to sign and return to Sponsor an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form ("Release Form") within a time period to be designated by Sponsor. ARV of the 49ers Package may fluctuate due to market conditions, changes in value of components (e.g., hotel rates), and other reasons beyond Sponsor's control. ARV at time of actual 49ers Package award may be different than ARV stated herein due to such conditions. Any difference

between stated ARV of the 49ers Package and the actual value of 49ers Package upon award will not be awarded. Guest companion (“Guest”) for the trip must be twenty-one (21) years of age or older. Guests will be required to execute Guest Releases. Winner and his/her Guest must travel on the same itinerary. Winners and their eligible Guests are responsible for their own costs and expenses associated with the acceptance or use of the Prize that are not specifically stated above, including, but not limited to, transportation/transfers to and from their respective residences, airports, and hotels; airplane travel; any taxes, duties, fees, or other charges imposed by airlines, hotels, governmental bodies, or any other person or entity; food; gratuities; personal conveniences and expenses; and insurance, except to the extent specifically included in the prize description set forth above. Winner and his/her eligible Guest must comply with security and other applicable travel and lodging requirements, as well as all laws and regulations, as applicable. Winners and eligible Guests must complete the trip on the dates specified by Sponsor or the prize will be forfeited. Game tickets are subject to the standard terms and procedures of the issuer and the terms and conditions listed thereon. Sponsor is not responsible if game is delayed, postponed or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to cancellation or postponement of the game, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that game admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. All federal, state and local taxes on the Prize value are the sole responsibility of the Winner. Winners will be issued a 1099 tax form for the Prize value. Additional travel conditions, limitations and restrictions may apply. Winner and any eligible Guest are responsible for obtaining any necessary travel documents. Travel arrangements will be made through Sponsor’s agent. Sponsor will not replace any lost or stolen tickets, vouchers, or prize items.

**7. Publicity:** Except where prohibited, participation in the Instant Win Game constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

**8. General Conditions:** Sponsor reserves the right to cancel or modify the Instant Win Game if fraud, technical failures (including any failure of the Vending Machine), human error or any other factor impairs the integrity of the Instant Win Game, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Instant Win Game, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Instant Win Game is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**9. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, and its parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the “Released Parties”) from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Instant Win Game or resulting directly or indirectly, from

acceptance, possession, use, or misuse of any prize awarded in connection with the Instant Win Game, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Instant Win Game; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Instant Win Game; (4) technical or human error which may occur in the administration of the Instant Win Game or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Instant Win Game, or receipt, or use of any prize or while traveling to or from any prize-related activity. No more than the stated number of prizes will be awarded.

**11. Disputes:** Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Instant Win Game or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of California or the appropriate California State Court located in Santa Clara County, California; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Instant Win Game but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Instant Win Game, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

**12. Winner List:** For a list of the Grand Prize winners (available on or before October 24, 2014), visit <http://land.echosign.com/DF14-LP.html>.