Subject Line: Important Update Regarding Adobe Transactions

Dear Customer/Customer Name,

We are communicating a change that Adobe is making in the way that their partners transact business with them. While this change will not affect the way that you purchase with us or your view into the Adobe Admin Console, you will be receiving communication from Adobe when this switch from the VIP buying program to VIP Marketplace buying program occurs for your account. This is an Adobe-driven directive that encompasses their entire global business.

If you would like more information on this buying program update, please see this blog post: [adobe.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__adobe.com&d=DwQFAg&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=M2EPZVTcM1H7Mrs1wfPHGUEKut9mIN1z6imF0hAnRzU&m=Zlp6SBrKYW5Ba7Ty-M64XDt59XMHu_YXW5QjGB8I6qL2620uxk7rKHw_JLdPZnBg&s=o3sh3eE_lLaCjwyIcDnwUdk6td_gYrAnoU0e86F9OHI&e=) [https://blog.adobe.com/en/publish/2023/12/11/adobe-buying-program-update](https://urldefense.proofpoint.com/v2/url?u=https-3A__blog.adobe.com_en_publish_2023_12_11_adobe-2Dbuying-2Dprogram-2Dupdate&d=DwMFAg&c=euGZstcaTDllvimEN8b7jXrwqOf-v5A_CdpgnVfiiMM&r=M2EPZVTcM1H7Mrs1wfPHGUEKut9mIN1z6imF0hAnRzU&m=Zlp6SBrKYW5Ba7Ty-M64XDt59XMHu_YXW5QjGB8I6qL2620uxk7rKHw_JLdPZnBg&s=PhXNAbA34EPsQkvBsPEC1LKwtM_qq1Zcfw5rdlu23yM&e=).

Thank you,

Insert Name