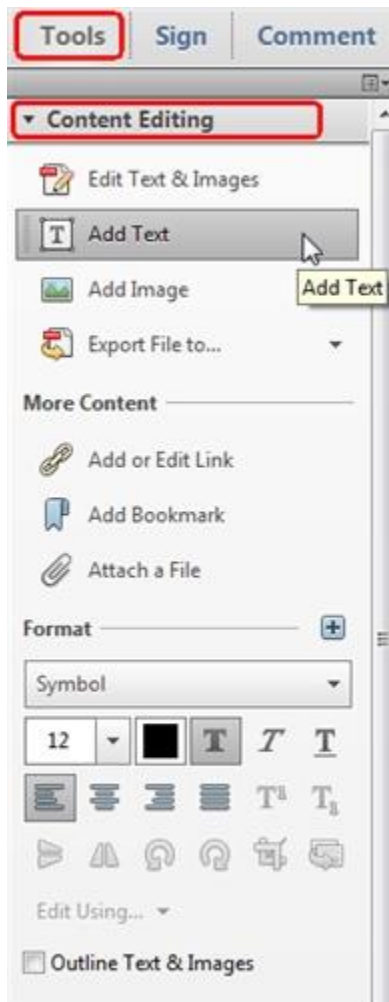If you have Adobe Acrobat XI you can use Content Editing tools, going to menu View -> Tools -> Content Editing

If you have only free Adobe Reader XI you can use Add Text Comment tool to add text to the PDF, going to menu View -> Comment -> Annotations (this tool is also available in Acrobat).