June 5, 2007

# AMD LIVE!(TM) Home Cinema Brings Home Stunning Digital Entertainment

## AMD-Powered Hangar18 HD Entertainment Center from Alienware Delivers Immersive Theater Experience to the Living Room

SUNNYVALE, Calif.--(BUSINESS WIRE)--

AMD (NYSE: AMD) today announced availability of the AMD LIVE!(TM) Home Cinema, a state-of-the-art home entertainment system with built-in audio amplification that leverages the performance of a PC. The AMD LIVE! Home Cinema helps simplify digital entertainment by consolidating audio visual (AV) devices, digital media files and Internet access into an easy-to-use, all-in-one "living room" solution with just one remote control.

Consumers can access, share and enjoy high-definition movies, photos, 5.1 surround sound audio and PC content from an all-in-one consumer electronics (CE) device with the first AMD LIVE! Home Cinema system from Alienware, the Hangar18 HD Entertainment Center. The AMD LIVE! Home Cinema is the latest in a series of innovative AMD LIVE! solutions that OEMs can customize to meet the needs of today's digital lifestyle.

"Discerning consumers want to enjoy digital entertainment at their convenience, and the AMD LIVE! Home Cinema offers a simple, out-of-the-box solution for true AV quality plus easy PC functionality," said Bob Brewer, corporate vice president and general manager of AMD's desktop division. "The Alienware Hangar18 combines the best of the CE and PC worlds, delivering high performance in a sleek, cool and quiet form factor for an immersive and enjoyable home theater experience."

The Alienware Hangar18 HD Entertainment Center is designed for consumers who desire a comprehensive media solution that is right at home in their living room or den. Based on the energy-efficient AMD Athlon(TM) 64 X2 dual-core processor, the Alienware Hangar18 incorporates a high-definition DVR, up to four TV tuners, a 5.1 surround sound stereo receiver with built-in 200W per channel D2Audio amplifier, a DVD/CD player/burner, HDMI output and up to 2 terrabytes of hard drive storage - all in one stylish CE device.

"Consumer demand for multi-function systems is at an all-time high, and the ability to consolidate wires, boxes and remote controls is welcome in many homes," said Frank Azor, senior vice president and general manager of Alienware's worldwide product group. "The Alienware Hangar18 HD Entertainment Center based on AMD's cutting-edge technology offers consumers total control over their digital entertainment experiences."

To help ensure quiet operation as well as high performance, the Alienware Hangar18 incorporates an advanced, low-noise cooling solution from Noise Limit, an integrated D2Audio amplification solution and an ASUS motherboard in a DVD-like form factor designed by Alienware.

The Alienware Hangar18 HD Entertainment Center is now available direct from Alienware in North America.

More to Come

In addition to the high-definition Alienware Hangar18, AMD LIVE! Home Cinema systems are expected to be available in 2007 from various CE and PC manufacturers.

True to its commitment to industry standards and open ecosystems, AMD worked with leading hardware and software suppliers to develop the AMD LIVE! Home Cinema reference design. Depending on their individual market needs, manufacturers can tailor this platform to support a variety of components, including D2Audio digital amplifiers, ASUS and MSI motherboards, ATI TV Wonder(TM) digital cable tuners, ATI Radeon(TM) graphics solutions and NVIDIA graphics technology.

"D2Audio Intelligent Digital Amplifier(TM) technologies have been carefully engineered for multi-function systems to deliver superior sound quality as part of an outstanding digital media experience," said Brian Wong, D2Audio chief executive officer and president. "Our collaboration on the AMD LIVE! Home Cinema platform is a milestone in our quest to revolutionize home theater audio performance and surpass consumer expectations by delivering premium sound in unexpected places."

"As digital entertainment and computing converge, consumers expect user-friendly and intuitive technology be delivered as part of their entertainment experience," said Ron Pessner, general manager, Microsoft. "The AMD LIVE! Home Cinema in combination with Microsoft Windows Media Center and Windows Vista Home Premium delivers simplicity, performance and functionality for a truly outstanding digital media experience."

About the AMD LIVE! Solution

The AMD LIVE! solution is the smarter choice to help consumers connect their valued digital media to their favorite devices; consolidate their media files, devices, and remote controls; store and protect precious digital memories; and enhance digital media to make it more interactive, enjoyable and personalized. More information and free software downloads are available at www.amdlive.com.

About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit www.amd.com.

(C) 2007 Advanced Micro Devices, Inc. AMD, the AMD Arrow logo, AMD Athlon, AMD LIVE!, TV Wonder, ATI Radeon and combinations thereof, are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

Addendum Quote Sheet

"With the launch of the AMD LIVE! Home Cinema, today's consumer can indulge in the ultimate home digital entertainment experience," said Rick Bergman, senior vice president

and general manager, AMD Graphic Products Group. "By leveraging entertainment features such as the popular ATI TV Wonder tuners with an ATI Radeon graphics card for gaming, consumers now have access to the ideal combination of both the consumer electronics and PC worlds."

"Through our work with AMD, ASUS has created a new, exciting platform combining the functionality of multiple products into one easy-to-use design that is ideal for the living room," said Joe Hsieh, associate vice president, ASUS.

"Chenbro is excited to be part of the AMD LIVE! Home Cinema program, and we believe that the jointly developed platform will help create a new market in home entertainment, allowing users to easily enjoy their movies, music and photos both in standard and high-definition format," said Maggi Chen, president of Chenbro. "We enjoy working with AMD to bring this sleek, stylish living room form factor to market."

"As an innovator in the home theater PC market, we pride ourselves on delivering targeted solutions to meet our customers' needs," said Harold Park, CEO of Moneual Lab. "We look forward to bringing a full-featured, premium system to market based on the AMD LIVE! Home Cinema design."

"We appreciate the opportunity to work with AMD to deliver differentiated AMD LIVE! solutions to both OEMs and consumers," said Norman Tsai, vice president of enterprise platform business for MSI. "The MSI Media Live system offers the powerhouse performance and functionality of the AMD LIVE! Home Cinema solution in a pleasing, living room form factor."

"At Noise Limit, we are passionate about designing the most silent and effective way to cool consumer electronics appliances, and our latest thermal solution is a direct result of innovative thinking, a focus on our core competencies and close cooperation with all partners involved," said Torben B. Lange, CEO, Noise Limit. "Developed in collaboration with AMD, we believe the SilentFlux(R) MEDIA is simply the quietest high-performance processor cooling solution available for horizontal, low-profile CE form factors."

"With the launch of the Alienware Hangar18 HD Entertainment Center, consumers can enjoy an immersive home theater experience powered by NVIDIA graphics," said Scott Vouri, general manager of multimedia products at NVIDIA. "AMD LIVE! Home Cinema systems with NVIDIA motherboard GPUs featuring PureVideo technology enable OEMs to design a variety of digital entertainment solutions to meet the needs of even the most discerning consumers."

Source: Advanced Micro Devices