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Software and Hardware Ecosystem to Unleash the Power of AMD Fusion Technology

Leading Software and Hardware Vendors Demonstrate Immediate Support for AMD Fusion APUs

SUNNYVALE, CA -- (MARKET WIRE) -- 01/04/11 -- AMD (NYSE: AMD) today announced broad support for the AMD Fusion Family of Accelerated Processing Units (APUs) from the software and hardware ecosystem community. Working closely with software vendors, developers and motherboard suppliers, AMD has built a coalition of industry innovators committed to providing devices and applications that leverage the combined x86 computing power and discrete-level graphics performance of AMD Fusion APUs.

"AMD and its partners are leading the way to a new era of computing distinguished by immersive entertainment, outstanding Internet browsing and fast, efficient processing of digital workloads," said John Taylor, director, AMD Client and Software Product Marketing. "The creation of a robust x86- and GPU computing-based ecosystem to enable these next-generation experiences is the culmination of long-standing collaboration with developers, software and tools vendors, and component suppliers, as well as technology investments made possible by the AMD Fusion Fund."

"Personal computing is undergoing a significant evolution, fueled by the explosion of digital and multimedia content to enable a truly immersive web experience," said Tami Reller, corporate vice president of Windows marketing, Microsoft. "We think the work AMD has done with Fusion to combine x86 CPU architecture and discrete-level graphics performance creates opportunities for Windows 7 and Internet Explorer 9 to deliver real-world customer benefits including accelerated browsing, HD video and 3D gaming."

Next-Generation Applications

To access the uniquely powerful and efficient capabilities of the APU architecture, AMD collaborates with a variety of middleware and tools providers to offer software development kits that facilitate the use of industry-standard application programming interfaces (APIs) such as OpenCL™, OpenGL™, Direct2D and DirectCompute. AMD further supports the optimization of software for AMD Fusion APUs with AMD Accelerated Parallel Processing (APP) technology, which helps developers more easily tap into the combined power of the GPU and CPU to accelerate existing applications and create new possibilities in software.

Dozens of innovative companies will be demonstrating amazing computing experiences enabled by AMD technology including AMD Fusion APUs at the Consumer Electronics Show (CES) this week in the Wired showcase sponsored by AMD (Grand Lobby), as well as in the AMD Technology Showcase. A variety of applications that span multimedia, gaming,

productivity, web browsing, facial recognition, video conferencing and more will be on display from leading software suppliers, including:

- Adobe
- ArcSoft
- Codemasters
- Corel
- CyberLink
- DivX
- EA / BioWare
- Earthsim
- Firaxis
- Gazillion
- Microsoft Internet Explorer
- Microsoft Windows
- Nuvixa
- Roxio
- Sega
- Turbine
- Viewdle
- ViVu

AMD motherboard partners are also innovating around the launch of the first AMD Fusion APUs, as leading original design manufacturers (ODMs), including ASUS, Gigabyte, MSI and Sapphire, have announced integrated APU/motherboard products for the first PC platforms featuring AMD Fusion APUs.

Additional Resources

- Find AMD at CES
- AMD Fusion App & Demo Showcase
- Learn more about Fusion
- AMD Fusion Developer Summit
- AMD Blogs
- AMD Developer Central
- OpenCL Zone

About AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its ground-breaking AMD Fusion Accelerated Processing Units (APUs). AMD's graphics and computing technologies power a variety of devices including PCs, game consoles and the powerful computers that drive the Internet and businesses. For more information, visit http://www.amd.com.

Cautionary Statement

This release contains forward-looking statements, concerning among other things, product roadmaps, including the timing of the planned introduction of AMD Fusion platforms and the features and performance of new product and technology releases which are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are commonly identified by words such as "would," "may,"

"expects," "believes," "plans," "intends," "projects," and other terms with similar meaning. Investors are cautioned that the forward-looking statements in this release are based on current beliefs, assumptions and expectations, speak only as of the date of these presentations and involve risks and uncertainties that could cause actual results to differ materially from current expectations. The material factors that could cause actual results to differ materially from current expectations include, without limitation, the following: the possibility that Intel Corporation's pricing, marketing and rebating programs, product bundling, standard setting, new product introductions or other activities targeting AMD's business will prevent attainment of AMD's current plans; AMD will be unable to develop, launch and ramp new products and technologies in the volumes and mix required by the market; AMD's third party wafer foundries will be unable to manufacture its products on a timely basis with acceptable quality, at acceptable manufacturing yields and using competitive technologies; AMD's third party wafer foundries will be unable to transition to advanced manufacturing process technologies in a timely and effective way, consistent with AMD's planned expenditures; AMD will be unable to maintain the level of investment in research and development that is required to remain competitive; demand for computers and consumer electronics products and, in turn, demand for AMD's products will be lower than currently expected; customers will stop buying AMD's products or materially reduce their demand for its products; third parties will not develop or improve software that is optimized for AMD products; AMD will require additional funding and may not be able to raise funds on favorable terms or at all; there will be unexpected variations in market growth and demand for AMD's products and technologies in light of the product mix that it may have available at any particular time or a decline in demand; any inability to obtain sufficient manufacturing capacity or components to meet demand for AMD's products or the under-utilization of GLOBALFOUNDRIES manufacturing facilities; the effect of political or economic instability internationally on sales or production; or that GLOBALFOUNDRIES will be less successful than anticipated. Investors are urged to review in detail the risks and uncertainties in the company's Securities and Exchange Commission filings, including but not limited to the Quarterly Report on Form 10-Q for the quarter ended September 25, 2010.

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