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Robert Rodriguez to Announce Collaboration Between Quick Draw Productions and AMD

Filmmaker Unveils Upcoming Film Slate, Powered by VISION Technology From AMD, at Comic-Con 2011 on Thursday, July 21st

LOS ANGELES, CA -- (MARKET WIRE) -- 07/19/11 -- Award-winning writer / producer / director Robert Rodriguez will take the stage at Comic-Con 2011's Hall H on Thursday, July 21st to reveal the first slate of film and new media projects under his new banner, Quick Draw Productions. The filmmaker will also announce a new relationship with cutting-edge computer semiconductor design company, AMD (NYSE: AMD).

The Quick Draw / AMD collaboration enables Rodriguez, the director of "Sin City," "Machete" and the "Spy Kids" franchise, to quickly deliver a more vivid, lifelike experience for audiences worldwide using VISION Technology from AMD to edit and produce his films. Rodriguez most recently used AMD's technology in the production of his latest feature "Spy Kids: All the Time in the World in 4D Aromascope," which opens in theaters on August 19, 2011.

"I created Quick Draw as an engine to power my ideas into reality and I'm excited to give the fans at Comic-Con a first look at the films we're developing. These projects will blow the socks off audiences with the sheer quality of a visual experience unlike anything ever seen before, and our collaboration with AMD has been essential in making this a reality," said Rodriguez.

"Robert is using the AMD VISION Engine and cloud computing technology to create brilliant HD experiences across video, gaming and interactive," said Charlie Boswell, AMD's Director, digital media and entertainment. "VISION Technology from AMD ensures viewers will see Robert Rodriguez' movies in the way he meant for them to be seen."

On Thursday, July 21st, Comic-Con attendees will get a first glimpse at how Rodriguez and Quick Draw will utilize the cutting-edge AMD VISION Engine to take audiences to heights higher than any film experience ever has.

About Quick Draw Productions, LLC

In 2010, writer/producer/director Robert Rodriguez launched Quick Draw Productions, a development, production and financing company, giving the filmmaker capabilities to develop and produce his own media projects across film, television, gaming and interactive platforms while closely controlling the creative process. Rodriguez's latest feature under his new banner, "Spy Kids: All the Time in the World in 4D Aromascope," opens in theaters on August 19, 2011. To see the film's trailer and for more info, visit http://spykidsmovie.net/

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking AMD Fusion Accelerated Processing Units (APUs) that power a wide range of computing devices. AMD's server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles, PCs to supercomputers. For more information, visit http://www.amd.com.

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