February 18, 2011

Media Alert: AMD's "Ready. Willing. And Stable." Campaign to Help Channel Partners and Enthusiasts Build Their Dream PCs Today

Marketing Campaign, Online Marketing Activities and Contests Aimed at Driving Opportunities for the PC Component Channel

SUNNYVALE, CA -- (MARKET WIRE) -- 02/18/11 -- AMD (NYSE: AMD)

What:
AMD (NYSE: AMD) has launched a new marketing campaign, "Ready. Willing. And Stable." to encourage component channel companies and PC enthusiasts to drive opportunities for our world-class AMD CPUs and GPUs as the ideal solution for building the best PC today. The campaign is composed of:

- *Global Advertising Program*: AMD has launched a global advertising campaign to reach channel partners and consumers looking for the best PC components today. This campaign includes regional display advertising purchases on leading PC enthusiast sites such as:
    - www.Clubic.com
    - www.HardOCP.com
    - www.Hardwareheaven.net
    - www.Hothardware.com
    - www.Legitreviews.com
    - www.Pcgamehardware.de
    - www.Pcper.com
    - www.Ixbt.com
- *Online Marketing Campaign:* All activity in the "Ready. Willing. And Stable." campaign is designed to direct partners and customers to a newly launched web page where easy-to-digest information is available about AMD's current products, specifically highlighting how they stack up against competitive offerings. This page can be reached by clicking: http://sites.amd.com/us/promo/sub/Pages/ready-willing-stable.aspx
- *Contest:* To drive end-customer awareness, AMD will be launching a Twitter contest the week of Monday, February 21, designed to raise awareness of AMD's desktop and notebook platform solutions. Winners in the contest, which will run for the next 8 to 10 weeks, will be eligible to receive valuable prizes including AMD products and PC games. Full details of the contest will be available at www.amd.com/stable beginning next week.

Why:
The PC component market has seen a great deal of change in late 2010 and the early part of 2011. AMD has released compelling new CPUs, APUs and GPUs that shatter conventional wisdom about the amount of PC performance that can be purchased at all price points. Meanwhile, other market developments have customers and channel partners scrambling to find components to meet their PC building needs today.

When:
The "Ready. Willing. And Stable." campaign takes effect immediately.

Resources:

- Visit the "Ready. Willing. And Stable." page at http://sites.amd.com/us/promo/sub/Pages/ready-willing-stable.aspx
- More information on AMD desktop platforms is available here.
- More information on AMD notebook platforms is available here.
- Follow all news from AMD on Twitter at @AMD_Unprocessed
- Find AMD on Facebook at Facebook.com/AMD

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 (APU). AMD's graphics and computing technologies power a variety of solutions including PCs, game consoles and the servers that drive the Internet and businesses. For more information, visit http://www.amd.com.

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