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Wayfair E-Retailer Accelerates Development and Capabilities With AMD's SeaMicro Server

SM10000-XE Server Doubles the Computing Capacity and Reduces Power Requirements by 50 Percent

SUNNYVALE, CA -- (Marketwire) -- 02/05/13 -- AMD (NYSE: AMD) today announced e-Commerce leader Wayfair, the largest online retailer of home products and furnishings, has deployed AMD's SeaMicro SM10000-XE™ server to foster growth and aid development of new capabilities for its online store. The high density SeaMicro server doubled the computing capacity and reduced power consumption by 50 percent.

Wayfair.com offers a personalized customer experience to create loyalty and encourage repeat business with features such as user-centric search and a contextualized recommendation engine, critical to helping users sort through the more than 5,000 brands to find the product they want. The company needed to expand its server infrastructure to service its growing customer base and product portfolio. However, space and power constraints hindered this expansion and traditional server solutions appeared inefficient and expensive.

"AMD's SeaMicro server provided immediate CAPEX and OPEX savings, which allowed us to double the amount of compute and actually reduce our space requirements and lower power consumption by 50 percent," said Ben Clark, director of Software Engineering at Wayfair. "It's a clear cut business case, and we have seen the benefits from day one with reduced development cycles, allowing us to improve the end-user experience and increase revenue with big data analytics. We expect the SeaMicro system to be a key part of our data center infrastructure as we grow to become a billion dollar company."

The SeaMicro SM10000-XE server contains 256 CPU cores and 1.28 terabits-per-second bandwidth, enabled by the SeaMicro Freedom™ fabric which removes the constraints of traditional servers while delivering up to a 50 percent reduction in power savings. It is the industry's highest density, most energy efficient x86 server on the market today. Furthermore, it integrates switching functionality and removes the need for top of rack switches, terminal servers and hundreds of networking devices and cables to simplify the installation, management and maintenance.

"Wayfair is experiencing explosive growth in a highly competitive segment," said Andrew Feldman, general manager and corporate vice president, Data Center Server Solutions, AMD. "The AMD SeaMicro server allows Wayfair to scale up or down on demand, reduce operating costs and increase efficiency, and provides the equivalent of several racks of equipment in just 10 rack units."

AMD's SeaMicro server product family currently supports the new AMD Opteron™ 4300 Series processor, along with Intel® Xeon™ E3-1260L ("Sandy Bridge") and E3-1265Lv2 ("Ivy Bridge") processors. The SeaMicro SM15000 supports SeaMicro Freedom Fabric Storage, enabling a single SeaMicro system to connect with up to five petabytes of storage capacity. This approach provides the benefits provided by expensive and complex solutions such as network attached storage (NAS) and storage area networking (SAN), with the simplicity and low cost of direct attached storage (DAS).

More information on AMD's SeaMicro technology is available at www.seamicro.com.

About AMD
AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its ground-breaking AMD 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 www.amd.com.

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