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AMD Recognized for Excellence in Public Relations

AMD Wins Two Awards at International Public Relations Association's 2013 Golden World Awards for Excellence in PR

SUNNYVALE, CA -- (Marketwired) -- 09/02/13 -- AMD (NYSE: AMD) today announced a double win at the International Public Relations Association's 2013 Golden World Awards. AMD was named winner in two categories for its PR campaign conceived for the launch of the AMD Radeon™ HD 7990 graphics card.

"These wins at the 2013 Golden World Awards underscore the AMD commitment to excellence in all aspects of business, from our technology products to our marketing and communications," said John Taylor, corporate vice president, Global Communications, AMD. "Just as AMD pioneers new possibilities in the realm of technology, we constantly innovate in the marketing and communications realm to more effectively and efficiently communicate with key stakeholders and the millions of people who use AMD products."

AMD Radeon HD 7990 graphics cards were launched in April 2013. As the world's fastest graphics card[1], this product represents AMD's pinnacle of achievement in providing top-of-the-industry graphics technology for gaming enthusiasts. Specific communications programs bringing this leadership and the attending benefits for enthusiasts to life were conceived and executed in the first half of 2013.

Recently, AMD also was shortlisted for four Golden Bridge Business and Innovation Awards and three PR News Platinum PR Awards for multiple marketing and PR campaigns. Earlier this year, AMD was recognized for innovative PR, social media and marketing at PR Daily's Digital PR and Social Media Awards.

The International Public Relations Association, based in London, UK, bestows awards upon companies and agencies across the globe for excellence in public relations. In its 21st year, the Golden World Awards recognizes the best public relations activities and campaigns across 30 categories.

Supporting Resources

- Learn more about the AMD Radeon™ HD 7990 graphics card
- Become a fan of AMD on Facebook
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About AMD

AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the

full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

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1 In tests by AMD as of 28 February, 2013, the AMD Radeon™ HD 7990 showed higher average performance than the NVIDIA® GeForce® GTX 690 in the 3DMark® Fire Strike Extreme (FS6407 vs. FS5316) and Crysis 3 (1080p & 1600p at all quality presets). System configuration: Intel® Core™ i7-3960X (3.30 GHz), MSI X79A-GD65, 16GB DDR3-1600 and Windows 8 x64. AMD Radeon™ HD 7990 evaluated with AMD Catalyst™ 13.2 Beta 6. NVIDIA® GeForce® GTX 690 evaluated with NVIDIA® ForceWare™ 310.90 WHQL. GRDT-32

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