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AMD Embraces Gamers With AMD Rewards Program

Powered by Raptr, Comprehensive Loyalty Program Grants Gamers a Chance to Earn Points and Claim Prizes in the AMD Gaming Evolved Community

SUNNYVALE, CA -- (Marketwired) -- 02/19/14 -- AMD (NYSE: AMD) today announced the AMD Rewards program powered by Raptr, giving AMD Radeon™ graphics and AMD APU-based PC gamers the chance to redeem points earned within the AMD Gaming Evolved application for prizes.

"We are thankful for the millions of gamers that support the AMD Radeon™ brand by using the AMD Gaming Evolved application Powered by Raptr," said Darren McPhee, director, Graphics Marketing, AMD. "The AMD Rewards program is our way of thanking our loyal customers and giving back to the community that has given so much to us."

The AMD Gaming Evolved App helps gamers get the best experience every time they play by recommending optimal game settings tailored to their rig; keeping their drivers up to date; and through a diverse set of in-game tools like chat, web-browsing, live-streaming, and through the new AMD Rewards loyalty program. Players can earn points by using the app to play their favorite games, optimize setting for those games, or engage with the community. Those points can be redeemed for AMD Rewards in the Raptr store.

At launch, gamers will be able to redeem points for prizes, such as: Sapphire Technology Radeon R9 Series graphics cards, and tons of free games, ASTRO gaming headsets, GameFly subscriptions, GUNNAR gaming eyewear, discounts and more. AMD Rewards Program is an extension to the broader Raptr Rewards program, which has already given out millions of dollars' worth of rewards.

"We see AMD Rewards as a natural extension of what Raptr Rewards does for gamers," Dennis Fong, Raptr's CEO, explained. "It's really great to be able to reward players for all the time and effort they've invested in playing games."

To see a list of the prizes and learn more about participating in the Raptr AMD Rewards program, visit www.raptr.com/amd.

Supporting Resources

- Download the AMD Gaming Evolved Powered by Raptr application
- Watch our AMD Rewards walkthrough video on YouTube
- Read our blog: The Raptr AMD Rewards loyalty program is here!
- Become a fan of AMD Gaming on Facebook
- Engage with us on Twitter @AMDRadeon
- Engage with us on Twitter @AMDAPU

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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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