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AMD's SeaMicro SM15000 Powers Rubicon Project's Advertising Trading Platform

Real-Time Trading Platform for Buying and Selling Digital Ads Manages Over 3 Trillion Bid Transactions per Month

SUNNYVALE, CA -- (Marketwired) -- 06/17/13 -- AMD (NYSE: AMD) today announced that its SeaMicro SM15000™ server is the foundation for Rubicon Project's REVV, the world's largest, fastest and easiest-to-use independent real-time trading platform for buying and selling digital ads. The REVV platform currently reaches 97 percent of all U.S. Internet users, as measured by comScore's reach measurement, and processes transactions between more than 500 of the world's premium publishers and over 140,000 advertisers across a massive marketplace. AMD and Rubicon Project worked closely to create the RubiCube, a standardized, tightly integrated micro-POP-in-a-box solution, which will provide Rubicon Project with an operational competitive edge in all its key markets.

"The scale at which we must operate is hard to fathom. We have the challenge of inventing technologies that can handle hundreds of billions of transactions, and we needed a partner that was willing to help us break out of the constraints of the traditional data center," said Jan Gelin, vice president, Real Time Cloud, Rubicon Project. "AMD has been an amazing partner, and we could not have created the RubiCube without the unique innovations of the SeaMicro SM15000."

The scale and reach of REVV requires a commitment to engineering excellence from the hardware to the network to the software. This need for innovative engineering led Rubicon Project and AMD to create the RubiCube, a single SeaMicro SM15000-based hardware platform which replaces two racks of equipment and slashed provisioning times from six months to five days.

"Rubicon Project has some one of the most demanding applications with very high performance requirements, and AMD was up to the challenge of supporting its growth and expansion," said Dhiraj Mallick, corporate vice president and general manager, Data Center Server Solutions, AMD. "The SeaMicro SM15000 system provides computing efficiency and allows our customers to achieve best-in-class operational efficiencies as well."

The SeaMicro SM15000 system is the highest-density, most energy-efficient server on the market. In 10-rack units, it links 512 compute cores, 160 gigabits of I/O networking and more than five petabytes of storage with a 1.28 terabit high-performance supercomputer fabric called Freedom™ Fabric. The SM15000 server eliminates top-of-rack switches, terminal servers, hundreds of cables and thousands of unnecessary components for a more efficient and streamlined operational environment.

AMD's SeaMicro server product family currently supports the next-generation AMD Opteron™ ("Piledriver" core) processor, as well as Intel's® Xeon® E3-1260L ("Sandy Bridge"), E3-1265Lv2 ("Ivy Bridge") and Atom™ N570 processors. The SeaMicro SM15000

also supports the Freedom Fabric Storage products, enabling a single system to connect with more than five petabytes of storage capacity in two racks. This approach delivers the benefits of 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.

Read more about how Rubicon Project uses the SM15000 to enable global micro-POP standardization.

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 http://www.amd.com.

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