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AMD Embedded Solutions Names Trinity Technologies, Inc. Top Representative

Trinity Tops Global Roster of 16 Companies Extending Sales Support for AMD Embedded Platforms

SUNNYVALE, CA -- (MARKET WIRE) -- 02/15/11 -- AMD (NYSE: AMD) today named sales partner Trinity Technologies, Inc. as the AMD Embedded Solutions' Representative of the Year. This award is based on distribution management, revenue, and design wins in 2010 for AMD's vast catalog of embedded products, including the new AMD Embedded G-Series platform. Trinity is among a field of 16 firms that exclusively promote AMD as the x86 embedded platform supplier on their line card.

AMD Embedded Solutions has significantly built out its global sales network with representatives that are attuned to the special requirements of the embedded market and recognize the unique benefits that AMD's x86-based APUs and CPUs, GPUs and chipsets can offer this rapidly growing sector.

"Our commitment to customers begins when we create new and distinctive platforms designed specifically for embedded systems and goes through the long lifecycle of our customers' products," said Buddy Broeker, director, Embedded Solutions, AMD. "Sales partners like Trinity are critical in helping our customers navigate the key design and build stages. Trinity has proven to be a great resource, especially in the area of network and security appliances, and they already have a strong pipeline of new designs coming to market this year."

"Our team is very energized by AMD's strong portfolio of embedded platforms and that has translated to a great year for us in terms of revenue and designs," said Mark Powers, president, Trinity Technologies, Inc. "We're honored to be selected as AMD Embedded Solutions' Representative of the Year and are looking forward to continued success with their platforms."

Supporting Resources

- AMD@Work/Embedded blog
- www.amd.com/embedded
- Press Kit for the AMD Embedded G-Series platform

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 (APUs). 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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