February 2, 2016

AMD Offers New Thermal Solutions and Processors for Reliable, Near-Silent Performance

New Desktop Processor Thermal Solutions Offer Superb Cooling and New Processor Options Deliver Efficient Performance for People Who Care About the Way Their PC Runs, Sounds, and Looks

SUNNYVALE, CA -- (Marketwired) -- 02/02/16 -- AMD (NASDAQ: AMD) today launched new thermal solutions, including the flagship AMD Wraith Cooler, as well as the new AMD A10-7860K and new AMD Athlon™ X4 845 desktop processors.

New AMD Thermal Solutions

Designed for the consumer who cares about how their desktop PC runs, sounds, and looks, AMD now offers new thermal solutions that generate less than one-tenth the noise of their predecessors -- running at a near-silent 39 decibels, about as quiet as a library.[1,2]

The new AMD Wraith Cooler combines near-silent operation with unique styling via a sleek fan shroud and LED illumination. Providing superb cooling, the new design delivers 34 percent more airflow[3] and 24 percent more surface area for heat dissipation[4] than its predecessor.

"The new high quality, robust thermal solutions from AMD for select processors provide a great out-of-the-box experience at no additional cost to the consumer," said Merle McIntosh, senior vice president of Sales and Marketing, Newegg, Inc. "The Wraith model has attractive styling with LED lighting and runs exceptionally quietly -- features we expect will impress our tech savvy consumers."

The new AMD thermal solutions are included with seven AMD processors:

	AMD Wraith Cooler	*Near-Silent AMD 95W Thermal Solution*
Included with:	*- AMD FX™ 8370 CPU*	*- NEW AMD 10-7860K* *- AMD A8-7670K* *- AMD A8-7650K* *- AMD Athlon™ X4 870K* *- AMD Athlon™ X4 860K* *- NEW AMD Athlon™ X4 845*
Near Silent Operation:	*Yes*	*Yes*
Fan Shroud with LED Logo:	*Yes*	*-*

Introducing the AMD A10-7860K Desktop Processor

Quiet, efficient and an incredible value, the new AMD A10-7860K APU is powered by four CPU cores clocked at 4.0GHz turbo boost and eight GPU cores with integrated Radeon™ R7 processor graphics running at 757MHz to enable smooth play of popular online games

like Dota 2™, League of Legends®, and Counter Strike®: Global Offensive. The A10-7860K is the first unlocked[5] desktop A10 processor to feature 65W TDP (Thermal Design Power) and includes a near-silent thermal solution rated at 95W TDP to ensure quiet operation. In addition, the AMD A10-7860K supports AMD FreeSync™ technology that puts an end to choppy gameplay and broken frames with fluid, artifact-free performance at virtually any framerate.[6]

"Customers can build a capable, near-silent online gaming PC in a surprisingly small form factor for an unexpectedly low price" said Kevin Lensing, corporate vice president and general manager, Client Business Unit, AMD. "The low power requirements mean you can build a tiny system perfect for a small dorm room, for use in the living room as a home theatre PC (HTPC), and portable enough to take to a LAN party."

The New AMD Athlon™ X4 845 Desktop Processor

The AMD Athlon™ X4 845 is the first desktop processor featuring the AMD "Excavator" x86 architecture technology. The quad-core CPU is clocked at 3.8GHz boost and offers the highest IPC (instructions per clock) AMD x86 performance yet. When paired with a discrete graphics card, the AMD Athlon™ X4 845 enables great gaming and multi-threaded processing performance for an attractive price. The new Athlon X4 845 is a 65W TDP processor that comes with a new AMD 95W thermal solution to provide excellent cooling performance and near-silent operation.

Pricing and Availability

The new AMD processors with new thermal solutions are available now at select e-tailers and participating system vendors.

- Suggested price (SEP as of February 2, 2016):
  - AMD FX™ 8370 - $199.99 USD
  - AMD A10-7860K - $116.99 USD
  - AMD A8-7670K - $104.99 USD
  - AMD A8-7650K - $94.99 USD
  - AMD Athlon™ X4 870K - $89.99 USD
  - AMD Athlon™ X4 860K - $79.99 USD
  - AMD Athlon™ X4 845 - $69.99 USD

Supporting Resources

- More information at AMD.com
- Become a fan of AMD on Facebook
- Follow AMD on Twitter
- See AMD in action on Twitch

About AMD

For more than 45 years, AMD has driven innovation in high-performance computing, graphics, and visualization technologies -- the building blocks for gaming, immersive platforms, and the datacenter. Hundreds of millions of consumers, leading Fortune 500 businesses, and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work, and play. AMD employees around the world are focused on building great products that push the boundaries of what is possible. For more information about how AMD is enabling today and inspiring tomorrow, visit the AMD (NASDAQ: AMD) website, blog, Facebook and Twitter pages.

AMD, the AMD Arrow logo, AMD FX, Athlon, Radeon and combinations thereof, are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

[1] Subject to use according to product specifications. The AMD Wraith cooler has a maximum noise level of 39dbA. The AMD D3 cooler, which the Wraith Cooler has replaced on certain CPUs, has a maximum noise level of 51 dbA. In the logarithmic dbA scale, a ten decibel difference is equal to ten times the amount of noise, so the AMD Wraith Cooler generates less than one tenth the noise of its predecessor. WTH-1

[2] The AMD 95W Thermal Solution has a maximum noise level of 36dbA. The AMD D2 cooler, which the AMD 95W Thermal Solution has replaced on certain CPUs, has a maximum noise level of 52 dbA.In the logarithmic dbA scale, a ten decibel difference is equal to ten times the amount of noise, so the AMD 95W Thermal Solution generates less than one tenth the noise of its predecessor. WTH-4

[3] The AMD Wraith cooler fan pushes up to 55.78 CFM of airflow. The AMD D3 cooler, which the Wraith Cooler has replaced on certain CPUs, has a fan with a maximum airflow of 41.6 CFM. This means the AMD Wraith Cooler can push 34% more airflow than its predecessor. WTH-2

[4] The AMD Wraith cooler has 179,730.10 mm2 of cooling fin surface area. The AMD D3 cooler, which the Wraith Cooler has replaced on certain CPUs, has 144,397.80 mm2 of fin surface area. This means the AMD Wraith Cooler has 24% more fin surface area than its predecessor. WTH-3

[5] AMD's product warranty does not cover damages caused by overclocking, even when overclocking is enabled via AMD hardware

[6] FreeSync is an AMD technology designed to eliminate stuttering and/or tearing in games and videos by locking a display's refresh rate to the framerate of the graphics card. Requires Monitor, AMD Radeon™ graphics and/or AMD A-Series APU compliant with DisplayPort™ Adaptive-Sync 1.2 (or newer). AMD Catalyst™ driver 15.2 Beta (or newer) required. Adaptive refresh rates vary by display; check with your monitor manufacturer for specific capabilities. Only select AMD Radeon GPUs and A-Series APUs supported; see www.amd.com/freesync for full details

Contact:
Jason De Vos
AMD Communications
(512) 602-0078
Email Contact

Investor Contact:
Liz Morali
(408) 749-5467
Email Contact

Source: Advanced Micro Devices