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AMD's Groundbreaking "Never Settle Forever" Program Empowers Gamers to Choose

Gamers Now Have the Flexibility and Freedom to Choose From Among up to Nine AMD Gaming Evolved Titles

SUNNYVALE, CA -- (Marketwired) -- 08/14/13 -- AMD (NYSE: AMD) today announced the arrival of "Never Settle Forever," the third edition of the award-winning "Never Settle" franchise of game bundles. The "Never Settle Forever" program represents a historic first in the GPU industry by enabling gamers with the power to assemble their own game bundle from an extensive catalog of titles optimized for AMD Radeon™ graphics cards. The bundle underscores AMD's serious commitment to the Unified Gaming Strategy and its broader philosophy of choice and openness.

With "Never Settle Forever," the purchase of qualifying AMD Radeon™ HD 7000 Series GPUs at a participating retailer will invite gamers to join the Radeon™ Bronze, Radeon™ Silver or Radeon™ Gold Reward tiers with a digital or in-box coupon. Starting with the Radeon Bronze Reward, the coupon will empower gamers to select one game from a catalog of six AMD-optimized titles. With a Radeon Silver Reward, the coupon will free gamers to choose any two games from a roster of eight AMD-optimized titles. And with the ultimate coupon, Radeon Gold Reward, gamers may choose any three titles from a stunning roster of nine games.

"AMD has numerous close ISV partnerships with the world's top game developers and we are thrilled to collaborate with them to the benefit of gamers," said Matt Skynner, corporate vice president and general manager, Graphics Business Unit, AMD. "But the 'Never Settle Forever' program is an entirely new dimension of that commitment, as it pioneers the concept of a completely customizable game bundle. For the very first time, gamers can assemble their own perfect bundle from a vast catalog of games optimized for AMD technology."

Finally, hardcore gamers that already own all titles of interest to them can save their coupon up until December 31, 2013 in anticipation for one or more new games that may enter the "Never Settle Forever" program.

Reviewing and selecting these incredible game titles will be conducted through an all-new redemption portal called "Radeon™ Rewards." "Radeon Rewards" will enable gamers with a unique user account that can be accessed at any time to: browse the catalog of games available in each reward tier, check the time remaining on their coupon, fully redeem their coupon, or access self-help and assisted customer service.

Never Settle Forever Bundle
The "Never Settle Forever" bundle enables user choice in one of three Reward tiers with the

purchase of select AMD Radeon™ HD 7000 Series GPUs at participating retailers:

RADEON™ BRONZE REWARD TIER:	***RADEON™ SILVER REWARD TIER:***	***RADEON™ GOLD REWARD TIER:***
AMD Radeon™ HD 7790 Graphics Card AMD Radeon™ HD 7770 GHz Edition	AMD Radeon™ HD 7800 Series	AMD Radeon™ HD 7970 GHz Edition AMD Radeon™ HD 7970 Graphics Card AMD Radeon™ HD 7950 Graphics Card
CHOOSE ONE: Deus Ex Human Revolution™ DiRT® 3 DiRT® Showdown Far Cry® 3 Far Cry® 3 Blood Dragon Sleeping Dogs™	***CHOOSE TWO:*** Deus Ex Human Revolution™ DiRT® 3 DiRT® Showdown DMC Devil May Cry™ Far Cry® 3 Far Cry® 3 Blood Dragon Hitman Absolution™ Sleeping Dogs™	***CHOOSE THREE:*** Deus Ex Human Revolution™ DiRT® 3 DiRT® Showdown DMC Devil May Cry™ Far Cry® 3 Far Cry® 3 Blood Dragon Hitman Absolution™ Sleeping Dogs™ Tomb Raider™

Participating titles in "Never Settle Forever" program at launch; see full terms and conditions for more detail.

To celebrate the introduction of "Never Settle Forever," the Radeon™ RAMDisk software will also feature a special promotional price of just $8.99 USD (a $10 discount on the retail price.) The ideal companion to any game or application, the Radeon RAMDisk software can dynamically harness unused system RAM for dramatically improved load and execution times. Gamers in any tier of the "Never Settle Forever" program will be offered this exclusive opportunity upon registering their Radeon Reward code.

AMD will be showcasing the titles in its "Never Settle Forever" program at Gamescom 2013 in Cologne, Germany. Visit hall 10.1 stand B080 and meet with AMD Gaming Evolved representatives to learn more about this groundbreaking program.

Supporting Resources

- To purchase: Never Settle Forever bundle
- Browse the games: Radeon Rewards
- Learn more about AMD Gaming Evolved
- Learn more about AMD Radeon graphics
- Engage with us on Twitter @AMDRadeon
- Become a fan of AMD Gaming on Facebook
- Become a fan of AMD on Facebook

About AMD

AMD (NYSE: AMD) is a semiconductor design innovator leading the next era of vivid digital experiences with its groundbreaking 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 www.amd.com.

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Visit www.amd.com/neversettleforever for complete terms and conditions.

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