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AMD Partner Program Rewards and Celebrates Global Channel Partners

AMD's New Partner Program Is Designed to Help Channel Partners Grow Their AMD Business Through Greater Access, Financial Benefits and Technical Support

SUNNYVALE, CA -- (Marketwired) -- 03/25/14 -- Today AMD (NYSE: AMD) announced the official launch of the new AMD Partner Program, aimed to strengthen and reward its global channel partners. The program is based on three cornerstones: Aspire, Motivate, Design - AMD. The AMD Partner Program provides well-defined and transparent criteria through a tiered program offering a broad range of attributes including: financial, access, marketing, referral/recognition, technical, and material benefits. An enhanced AMD Partner Portal provides up-to-date information to partners through secure web access, with content tailored to help channel partners grow and prosper with AMD's broad, industry-leading technology portfolio.

The AMD Partner Program recognizes distributors, system builders, retailers and etailers as Elite, Premier, Provisional Premier, and Select partners, based on criteria outlined within the program. As channel partners ascend to a higher tier, they are eligible to receive an increased level of benefits. The new "Hero Builder" badge is a supplemental designation awarded to influential and dedicated system builders that are ultra-AMD enthusiasts. Depending on the channel partner's tiered status, Hero Builders will receive additional program benefits, as well as exclusive early access to select AMD technology.

"Over the last year AMD introduced some ground breaking new technologies with our next-generation APUs, HSA features and our AMD Radeon™ R-Series GPUs. But these amazing products cannot succeed without a strong and vibrant channel to deliver them," said Roy Taylor, corporate vice president, Channel Sales, AMD. "Under the leadership of Amy McFarland, we examined our channel program and have made significant improvements to it. We now have a program that reflects the new AMD and which will hopefully surprise and delight all of our channel partners worldwide."

When partners register as part of the new AMD Partner Program, they receive access to a secure AMD Partner Portal. The Portal offers sales tools, marketing assets, product training, video spotlights, top reviews and news, resources such as the latest drivers, and more. All of these resources are designed to help channel partners grow their AMD business.

"The new AMD Partner Program is a significant advance in structure and transparency," said Michael Amkreutz, CMO, TigerDirect. "We believe the enhanced partner portal, access to product information and to AMD's support teams are incredibly valuable. The program serves to strengthen our close relationship with AMD."

"We are thrilled to have been recognized by AMD as a Hero Builder," said Wallace Santos, CEO and founder, MAINGEAR. "AMD is one of our key partners and this designation

provides our team with greater access to information, product, and support from the AMD team to offer the very best AMD based MAINGEAR products for our customers. This and the validation from AMD will help us to grow our business and maximize our profitability."

"Being an Elite retail partner is of great benefit to our business," said Darren Su, VP and co-founder, iBUYPOWER. "Having access to assets like advanced product roadmaps, training tools, and launch partnerships helps us to make smarter business decisions and add more value for our customers."

Supporting Resources

- Learn more about the AMD Partner Program
- Learn more about the benefits of the tiered program
- Learn more about the AMD Partner Portal
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