October 1, 2013

AMD Selects SAPPHIRE as Exclusive Global Distribution Partner for AMD FirePro(TM) Professional Graphics

AMD Teams With an Ideal Partner, SAPPHIRE, to Enhance the International Distribution of AMD FirePro Professional Graphics

SUNNYVALE, CA -- (Marketwired) -- 10/01/13 -- AMD (NYSE: AMD) today announced SAPPHIRE Technology as its exclusive global distribution partner for AMD FirePro™ professional graphics. An international supplier and leading manufacturer of innovative technologies, SAPPHIRE has successfully collaborated with AMD for more than a decade, managing AMD products in various markets and acting as an AMD FirePro professional graphics channel partner in Asia.

The distribution partnership will be beneficial in driving stronger support for AMD FirePro professional graphics by delivering new distribution resources to AMD's channel ecosystem companies worldwide.

"For many years we have enjoyed a strong, productive and mutually beneficial relationship with SAPPHIRE. This new collaboration marks yet another exciting step in our award-winning AMD graphics history by opening up new markets for AMD FirePro," said David Cummings, senior director and general manager, Professional Graphics at AMD. "AMD is committed to growth in the professional graphics market, and as we build on the success of AMD FirePro, we sought out a distribution partner that would allow us to broaden our reach, support growing sales and embrace new opportunities. SAPPHIRE was the natural choice."

The company engaged SAPPHIRE to deliver focused distribution on a global basis. SAPPHIRE's experience in a variety of regions -- including more than five years in the Asia-Pacific workstation market -- enables AMD to service the needs of even larger numbers of users throughout the world.

"We are very pleased to be the primary champion for the channel," said Adrian Thompson, VP of Marketing, SAPPHIRE. "SAPPHIRE has experience in key professional markets that AMD FirePro targets including manufacturing CAD, media and entertainment, display walls and more. By strengthening our association with AMD, both companies win. We look forward to our expanded role to broaden the reach of AMD FirePro."

The distribution partnership is effective immediately, with AMD FirePro products distributed in the channel through SAPPHIRE from Oct. 1, 2013. Meanwhile, original equipment manufacturing (OEM) customers will still have the ability to purchase products directly from AMD.

Supporting Resources

- Learn more about AMD's leadership in professional graphics
- Become a fan of AMD on Facebook
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About AMD
AMD (NYSE: AMD) designs and integrates technology that powers millions of intelligent devices, including personal computers, tablets, game consoles and cloud servers that define the new era of surround computing. AMD solutions enable people everywhere to realize the full potential of their favorite devices and applications to push the boundaries of what is possible. For more information, visit www.amd.com.

About SAPPHIRE Technology
SAPPHIRE Technology is a leading manufacturer and global supplier of a broad range of innovative technologies for PC enthusiasts, home users and professionals. Its origins rooted in graphics hardware design and manufacturing, the extensive SAPPHIRE product range has since grown from state-of-the-art graphics add-in boards -- for which SAPPHIRE is recognized as a premier AMD partner -- to include motherboards, mini PCs and Professional AV products. Founded in 2001, SAPPHIRE is a privately held global company headquartered in Hong Kong. Further information can be found at: www.sapphiretech.com.

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