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AMD Wins Major Communications Excellence Awards in 2013

AMD's Global Communications Team Received a Record 24 Industry Accolades in 2013 for Public Relations, Marketing and Social Media

SUNNYVALE, CA -- (Marketwired) -- 02/03/14 -- AMD (NYSE: AMD) was recognized for a total of 24 top public relations, marketing and social media awards in 2013, marking the company's most successful and acclaimed year for communications to date.

AMD was recognized by the world's elite communications industry leaders, including the International Public Relations Association (IPRA), PR Daily and PR News for excellence and innovation in PR, social media and marketing, and for execution of world-class communications activities to increase awareness of AMD products and solutions globally.

Awards for communications, marketing and social media activities for AMD in 2013 included:

2013 Golden Bridge Business and Innovation Awards

- Gold Medal, Best Use of Social Media/Digital
- Gold Medal, Small-Budget Marketing Campaign of the Year
- Silver Medal, Best Use of Social Media/Digital
- Silver Medal, Social Media Campaign of the Year

PR News 2013 Platinum PR Awards

- Winner, Best Trade Show/Event PR

PR News 2013 Digital PR Awards

- Winner, Viral Campaign of the Year

2013 IPRA Golden World Awards

- Winner, Best Launch of a New Product
- Winner, Best PR Campaign on a Limited Budget

"We appreciate that the collective work of the AMD global communications team in 2013 has been recognized by industry peers worldwide," said John Taylor, corporate vice president, global communications, AMD. "In everything we do at AMD, we strive to push the limits of what is possible, and we're committed to marketing and communications programs that connect us with the people who use our technology products and move our business forward. Every day, we're innovating to strengthen our relationships with our key stakeholders and the millions of people around the world who use devices powered by AMD technology."

In addition, individual members of AMD's global communications team were recognized for outstanding achievement. AMD communicators were represented on PR News' PR People to Watch list which recognizes rising communications talent, won Corporate PR Professional of the Year at the 2013 PR News PR People Awards, and won Media Relations Professional of the Year from PR Daily at the 2013 Ace Awards. AMD global communications team members were also shortlisted for three additional PR News PR People Awards, including Media Relations Professional of the Year, PR Team Leader of the Year and Brand Marketer of the Year.

AMD was also named finalist for additional 10 industry awards for public relations activities and digital efforts for the launch of AMD Radeon™ HD 7990 graphics card, launch and promotion of the popular 'Never Settle' bundle and the AMD Technograffiti showcase at South by Southwest Interactive 2013.

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