



AMDs Groundbreaking Never Settle Forever Program Empowers Gamers to Choose

AMDs Groundbreaking "Never Settle Forever Program Empowers Gamers to Choose" 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 AMDs 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 worlds 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.

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.

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. AMDs server computing products are focused on driving industry-leading cloud computing and virtualization environments. AMDs 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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