

AMD Works with Leading Developers to Drive High Performance DirectX® 10.1 Gaming

- Elite developers including Electronic Arts and SEGA® to introduce DirectX 10.1 titles with improved features and better overall game experience available only on ATI Radeon™ HD Products –

SUNNYVALE, Calif. — Aug. 25th, 2008 —AMD (NYSE: AMD) today announced that leading game developers are working with AMD to create a new generation of game titles utilizing Microsoft DirectX® 10.1 to deliver improved features and performance, and an overall better game experience. Developers including Electronic Arts Phenomic Studio and its forthcoming fantasy online real-time strategy game *Battleforge™*, SEGA and its futuristic military real-time strategy game *Stormrise*, and NHN Games and its 3D role-playing game *Cloud 9*, all exploit DirectX 10.1 for advanced gaming performance and visual realism. Only AMD graphics offer top-to-bottom DirectX 10.1 support: the ATI Radeon™ HD 3000 series and the new ATI Radeon™ HD 4800 series.

"We welcome AMD's broad support for DirectX 10.1 compliant hardware and we're pleased to see our newest technology brought to market so soon. One of the great advantages of PC gaming is the rapid pace at which the experiences evolve and improve. The ATI Radeon HD 3000 series and now the ATI Radeon HD 4800 series hardware delivers on the promise of DirectX 10 gaming with significantly improved visuals and enhanced performance," said Kevin Unangst, Global Director, Microsoft Games for Windows.

"With Battleforge, EA is pushing the boundaries of the real-time strategy genre introducing social and community technologies to deliver a whole new online experience. It only makes sense that we leverage the latest technology such as DirectX 10.1 supported by the new ATI Radeon HD 4800 series of graphics cards from AMD to deliver an amazing experience for gamers," said Dirk Ringe, vice president, EA Phenomic. *"We're working hard to deliver a new fantasy RTS experience never seen before. Using DirectX 10.1 and AMD's graphics technology will enable Battleforge to look its absolute best."*

"SEGA welcomes the chance to deliver one of next year's most technologically advanced titles, Stormrise. AMD's enthusiastic commitment to new standards such as DirectX 10.1 in the ATI Radeon HD 4800 series is helping us develop a game which looks better and runs faster than was possible on previous platforms," said Chris Southall, CTO Europe, SEGA. *"SEGA is delighted to team up with AMD on one of our forthcoming games. AMD's firm commitment to cutting-edge technology makes them a natural partner for us on Stormrise."*

ATI Radeon HD 3000 series graphics products and ATI Radeon HD 4800 series graphics products are widely available now at leading e-tailers, retailers and system integrators worldwide.

To showcase the difference that DirectX 10.1 technology makes, AMD recently unveiled a real-time 3D demo called "Ping Pong" to illustrate some of the new graphical techniques made possible by the new features DirectX 10.1 and supported by both the ATI Radeon HD 3000 series and ATI Radeon HD 4000 series of graphics processors. The interactive demo shows off advanced lighting techniques only possible through DirectX 10.1. For more information and to view the demo, please visit: <http://ati.amd.com/developer/demos/rhd3000.html>

About AMD

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