

Now it's easy to know your AMD processor is authentic.

Introducing new security labels and packaging features for the AMD Processor-In-a-Box.



AMD is committed to delivering genuine AMD products of the highest quality and great end-user experiences.

New security features help you know your AMD Processor-In-a-Box (PIB) is authentic. In addition to a pull-tab and "all-in-one insert" packaging to secure components, the new AMD PIB packaging includes these new security features:

- Two new security labels on the left and right side of the back of the box
 - The security labels are printed with Intaglio printing technology, which utilizes three-dimensional prints and is difficult to reproduce
 - A transparent area added to the label extends to the text area and also over the fold to easily identify tampering

Other security features also ensure your PIB is authentic. These features, used on existing packaging, will also be on the new PIB:

- A 3-D holographic label affixed to the bottom right corner of the packaging
- Unique 13-digit alphanumeric serial number on top

Why are all of these so important? The security features help to easily identify if your AMD PIB product is authentic. Only an authentic AMD PIB purchased through AMD authorized distributors and resellers can provide high customer satisfaction with a high-performance processor and AMD qualified heatsink/fan. Plus, only an authentic AMD PIB comes with a three-year limited warranty.

When will these new PIBs start shipping? The new PIBs are scheduled to begin shipping on August 1, 2007.



Holographic label designed to help ensure processor authenticity

All AMD processor packaging will include the new PIB features.

Make sure your AMD Processor-In-a-Box is authentic.

"Pull to open" text added to top of box to indicate location of the new pull-tab

A unique 13-digit alphanumeric serial number helps AMD and its customers track distribution and verify product authenticity for warranty service

New security labels printed with Intaglio technology have embossed printing with gold and silver foils and surrounding transparent areas that help to easily identify tampering



For more information, visit www.amd.com/pib

About AMD

AMD is the customer-centric innovation company, a processing powerhouse that offers smarter choices for its customers and makes technology more accessible to the world. AMD is focused on best meeting the needs of leading computing, wireless, and consumer electronics companies to help them deliver high-performance, energy-efficient, and visually realistic solutions.

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