

**Henri Richard, AMD Group Vice President of Worldwide Sales;
Richard Heye, AMD Vice President of Platform Engineering and
Infrastructure, Computation Products Group; and,
Mark Bode, AMD Division Marketing Manager**

AMD Press Conference; June 3, 2002; Taipei, Taiwan
Text of speech and description of product demonstration

Good morning, and thank you for joining us.

I am Henri Richard, group vice president of worldwide sales at AMD. Although I have only been with AMD for two months, I am no stranger to the OEM PC world.

I have led worldwide sales and marketing efforts in the Asian, European and American markets for more than 20 years with such companies as IBM, Seagate, and Connor Peripherals.

With the global perspective I earned from those opportunities, I was inspired to work for a company that puts customers first ... has a fantastic product profile ... and is driving innovation in our industry like no other company – AMD.

AMD is all about customer-centric innovation.

I am also inspired by Asia's economic and technological success, the region's rapid economic growth and spectacular achievements.

For me, when it comes to the PC industry, Taipei is the capital of the world.

We know this regional success did not occur by divine intervention. It is the result of leadership, hard work, and cooperation – qualities possessed by companies like AMD's partners that are headquartered here.

As a leader committed to serving its customers, AMD also embraces hard work and productive alliances. We are grateful to our Taiwan-based partners for their significant contributions to our success.

Today, it is my pleasure to share with you some very exciting news for AMD, our partners in Asia, and computer technology users everywhere.

Some of you were with us *two* years ago, when we introduced our first Socket A-based AMD Athlon™ processors, the cornerstone of AMD's platform strategy which has proven tremendously successful in the market since then.

Many of you were with us *last* year, when we launched AMD's first ever dual-processing platform, based on the AMD Athlon MP processor for servers and workstations.

Today ... AMD and our partners continue to provide innovative and valuable solutions for the enterprise. We are working hard to accelerate the *delivery* of solutions that meet our customers' needs today ... and *create* solutions that will meet their needs well into the future.

The solution of the future is AMD's 8th-generation family of processors, the 64-bit AMD Opteron™ and AMD Athlon processors. From the very beginning, AMD designed these processors with our customers in mind.

The AMD Opteron is designed to protect our customers' investments with optimized 32-bit performance and compatibility *today*, and with a clear, easy, industry-standard migration path to 64-bit technology *tomorrow*.

A year ago, we announced hardware and software alliances that helped AMD deliver more powerful and more relevant solutions to drive our customers' success in the server market.

Those announcements marked the beginning of a new strategy for AMD – and established AMD as a leader in developing optimized solutions for the enterprise market.

Today, AMD's dedication and commitment to our customers and partners is producing measurable results. According to Gartner Dataquest research, AMD captured six percent of the U.S. Windows®-based server market based on shipments in the first quarter of this year, less than a year after launching our first server solution.

While we are very proud of that success, we could not have done it without our partners. Many of our partners and customers are joining us at Computex today as we announce another significant AMD milestone.

To present the details of AMD's most recent milestone announcement, I would like to introduce Richard Heye, who is vice president of platform engineering and infrastructure for AMD's Computation Products Group, and a good friend of mine.

Enter Rich Heye

Thank you, Henri, for your introduction and for reminding us of the tremendous progress AMD has made in the server/workstation market since introducing the AMD Athlon MP processor at last year's Computex.

In April of this year, we made another significant advance when AMD and Microsoft® announced we are formally collaborating to incorporate 64-bit support for the future of 8th-generation AMD Athlon and AMD Opteron processor into the Windows operating system.

Prior to that announcement, we had already announced our support from the Linux community, and our own collaboration with SuSE to create an x86 port.

Since those announcements, we have continued to gain momentum. With an evolutionary 64-bit architecture that extends the performance of existing standards, AMD is leading the industry toward a robust, standards-based 64-bit computing environment.

MAKE NO MISTAKE: THIS TECHNOLOGY IS REAL. A 64-bit developmental version of Microsoft's .NET server is at Computex today. We are going to demo a 4-way platform running a 64-bit version of Linux. The combination of AMD's 64-bit platform along with the Windows and Linux operating systems will drive computing performance to a new level.

But let us not forget "Hammer" is AMD's 8th generation 32-bit technology. We have been able to combine 64-bit architecture along with world-class 32-bit technology to give users the choice to use 64-bit solutions when necessary while maintaining their 32-bit investment.

We believe our collaboration is proof that AMD is charting the right course and setting the standard for next-generation technology platforms – platforms that meet the needs of users today ... and tomorrow.

Additional industry support for AMD's leadership is evident in the response we have seen from AMD's other partners: AMD is gaining critical mass through broad and deep relationships with industry leaders who share our vision for improving the end-user experience.

Today we can announce that AMD recently achieved another significant milestone:

AMD is continuing to lead the industry toward easy adoption of our 8th-generation microprocessor with 64-bit computing with more than 35 of the world's leading computer infrastructure companies indicating their support to our future AMD Athlon and AMD Opteron processors.

We have earned more partners that we can mention here and we appreciate every partner's commitment to AMD's x86-64 architecture. Among the outstanding companies that will work with AMD to make our 8th-generation microprocessor a reality are:

- Asus, ECS, FIC, Gigabyte and Microstar for motherboards
- VIA, SiS ALI, nVIDIA and ATI for chipsets
- AMI and Phoenix for BIOS, and
- NVIDIA, ATI, Matrox, 3dLABS and SiS for graphics cards.

These partners and AMD will work together to create new products and technologies to support AMD's x86-64 platform – the hardware solutions that help ensure the 64-bit technology experience will become a reality for all users ... and that our customers need to succeed in tomorrow's marketplace.

I have said multiple times, one of AMD's greatest strengths is represented in this room. Our strength and success is driven from our relationships with our partners. I have had the privilege and honor to share in these relationships. I, and AMD, want to thank you for your support. We look forward to our continued collaboration, cooperation and mutual successes.

To our competition, I say, **LOOK OUT – HERE WE COME.**

We are delivering innovative and essential products that AMD designed to meet our customer needs and improve the computing experience for end users, from the home to the enterprise. With our partners – we will continue to create and deliver even greater solutions.

We recognize that, together, AMD and the partners it is announcing today will have a greater impact on providing for our customers what they need ... when they need it.

We recognize that end users' computing needs – particularly enterprise end users' needs – intensify every day. We are providing a platform to help them grow into the future, without abandoning the productive and valuable investments they already made.

The collaborative standards-based approach between AMD and its partners allows users to optimize their technology investments. Future AMD 8th-generation processors, combined with our partners' technologies, will enable technology users – from individual at home to the biggest enterprise IT departments – to capitalize on the benefits of an extended, industry-standard processing architecture.

AMD is shaping the future with our approach to extending the life and power of the x86 architecture. Technology innovation is good, and necessary. Discovering new strategies ... achieving new breakthroughs ... provides ever-greater benefits for business and consumer end users. However, we must manage technology innovation to optimize the computing experience for everyone.

We simply cannot create the future in a vacuum. We must use today's proven and established technological building blocks to deliver a better solution tomorrow. Unlike competing approaches to technological innovations, the x86-64 architecture is built on the existing x86 standard to deliver a seamless transition to a more robust computing future.

Systems that will be based on 8th-generation AMD Opteron processors ... and their supporting hardware ... will protect our end users' investments – allowing customers to optimize the performance of their current applications, while easily evolving to a powerful new environment when it is appropriate for them.

But rather than just telling you what the 64-bit AMD Opteron processor will do for the enterprise market, we want to show you. To do that, please welcome Mark Bode, a division marketing manager at AMD.

Enter Mark Bode

Thank you, Rich, for that great introduction to this impressive demonstration.

Today, we are demonstrating, for the first time, a 4P multiprocessing server based on the AMD Opteron processor.

When these servers arrive in the market next year, technology users will – for the first time – truly have a choice of 4P, x86-64-bit scalable multiprocessor servers built to drive high performance e-business, database, decision support, and other mission-critical enterprise applications.

This demonstration is the next step in AMD's enterprise plan to provide 1-2P workgroup solutions, 2-4P departmental solutions, and 4-8P enterprise class solutions ... all based on the AMD Opteron processor.

AMD is committed to delivering server and workstation solutions suitable for all enterprise-class workloads. The AMD Opteron processor scales effortlessly from one to eight processors ... with no external logic required.

AMD's x86-64 technology allows technology users to run any mix of new and legacy software with the power of 64-bit computing. AMD's 8th-generation processors will transparently detect and support the appropriate computing environment for each application, enabling unparalleled flexibility and efficiency.

AMD has previously shown both single- and dual-processor configurations of our 8th-generation processor family, running both 32-bit and 64-bit operating systems, including a developmental version of 64-bit Microsoft Windows.

Today, our demonstration shows the AMD four-way server – containing four AMD Opteron processors – running a 32-bit web server on top of 64-bit SuSE Linux, and serving Web pages to an 8th-generation AMD Athlon processor-based machine.

This demonstrates and validates proof-of-concept, health, and compatibility of 4P AMD Opteron processor-based systems. We expect AMD Opteron processors will support existing and future 32-bit and 64-bit server operating systems and applications with uncompromised performance.

To conclude our presentation before taking your questions, Henri Richard has a few words.

Enter Henri Richard ...

This demonstration is further proof that AMD's leadership, hard work, and alliances are driving the industry toward a better experience for end users – and a computing environment in which *end users* choose their individual and optimal path to the future ... rather than having that path dictated to them.

The alliance of our partners with AMD's x86-64 technology is significant for AMD and the industry. Our customers ... and end users ... need options to evolve and grow into the best technologies – technologies that guarantee today's functionality *and* a seamless transition to the future.

AMD is providing technology for end users that they can *use* today ... and will *need* in the future.