

## Press Release

### **AMD AWARDS GLOBAL EVENT MARKETING AGENCY-OF-RECORD TO GEORGE P. JOHNSON EXPERIENCE MARKETING**

*Collaboration focuses on improved brand experience, reduced marketing complexity*

**Auburn Hills, MI, September 13, 2010** – George P. Johnson Experience Marketing (GPJ) today announced that it has been selected as Advanced Micro Devices' (AMD) global event marketing agency-of-record after an extensive agency review. Financial terms were not disclosed.

GPJ will handle creative, strategy and execution of AMD's extensive portfolio of event based marketing, including physical and virtual conferences as well as trade shows and c-level meetings. GPJ's platform of services will also streamline program execution, improving AMD's ability to listen to the marketplace, continually align the brand experience to customer needs and link back to sales at every stage.

"Events are a crucial marketing and communications channel for AMD as we seek to create a unified experience for diverse audiences across the globe," said Allen Reichard, director of Event Marketing at AMD. "With GPJ as our partner, we can stay engaged globally while moving towards a centralized event marketing model to reduce complexity. We expect this move to streamline decision-making and ensure consistency of brand experience while improving measurement and return on investment."

"It's an honor to collaborate with AMD at this level and work with such a talented team," said Robert G. Vallee, Jr. Chairman and CEO of GPJ. "This win confirms that the marketing game is no longer about turning up the volume, it's about engagement and creating real relationships with customers, employees and other audiences through meaningful brand experiences."

Account management will be headquartered from GPJ's Austin, TX location and serviced across the agency's 26 locations in North America, Western Europe and Asia Pacific.

#### **About AMD ([www.amd.com](http://www.amd.com))**

Advanced Micro Devices (NYSE: AMD) is an innovative technology company dedicated to collaborating with customers and technology partners to ignite the next generation of computing and graphics solutions at work, home and play. For more information, visit [AMD](http://AMD).

#### **About George P. Johnson Experience Marketing ([gpj.com](http://gpj.com))**

GPJ is a worldwide experience marketing agency that creates great ideas and brings them to life through integrated live and online experiences and environments, helping clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by *Advertising Age* as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010. Follow us on Twitter at [www.twitter.com/georgepjohnson](http://www.twitter.com/georgepjohnson).

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