

NEWS RELEASE

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AMD Imageon™ Media Processor Drives Multimedia Technology Behind Avant-Garde New PRADA Phone by LG

— Sophisticated Fashion Phone Combines Brains and Beauty —

SUNNYVALE, CALIF. — April 3, 2007 — AMD (NYSE: AMD) today announced that powerful AMD multimedia technology is concealed behind the sleek, elegant exterior of the new touch-screen PRADA phone by LG Electronics Mobile Communications.

Despite an ultra-thin profile of just 12 mm, the model KE850 PRADA phone by LG features such multimedia functions as a camera, video player and MP3 music player, all of which are driven by the processing power of the AMD Imageon™ 2282 media processor. To further enhance the user experience, this new GSM/ EDGE phone introduces a unique advanced touch interface that completely eliminates the conventional keypad.

"Today's consumers expect the most advanced technology on their mobile devices, and we work closely with leading global OEMs like LG to help them meet those demands as competitively as possible," said Paul Dal Santo, vice president and general manager of AMD's Handheld Division. "The new PRADA phone by LG offers a beautiful blend of style and performance, packed with the kind of cutting-edge multimedia that consumers crave."

"Building on our expertise as a leader in both consumer electronics and mobile communications, we set out to design a unique work of art with style and appeal," said Alice Ryu, vice president of LG Electronics Mobile Communications.

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To enable the best possible experience for viewing videos, photos and documents, the PRADA phone by LG features an advanced, extra-wide 3" WQVGA-resolution touch screen interface that covers much of the phone's surface. Additional features that set this mobile phone design apart from the ordinary include a 2 Mpixel camera with a Schneider-Kreuznach lens, a video player and an external memory slot.

The model KE850 PRADA phone by LG is expected to be available from PRADA and various phone retail stores during the second quarter of this year in France, Germany, Italy, the UK and parts of Asia, the Middle East and South America.

About the AMD Imageon Family

AMD Imageon media processors support a variety of multimedia functions, including mobile TV, video, photography, video telephony, music and 3D graphics processing. To date, more than 200 million AMD Imageon media processors have been shipped to mobile device manufacturers.

With the acquisition of ATI Technologies in 2006, AMD is the leading supplier of media processors to the handheld market, with more than 50 AMD-powered handheld models available in the market from leading manufacturers including BenQ-Siemens, HTC, LG, Motorola and Samsung, among others. For more information, please visit <http://ati.amd.com>.

About AMD

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