

## AMD Announces 'AMD High Flyers' for Channel Partners

*Annual challenge promises year long excitement and universal recognition*

Bangalore, Karnataka, IND, 2008-04-15 18:06:12 (IndiaPRwire.com)AMD (NYSE: AMD) announced its 'AMD High Flyers' Annual Challenge, a year-long program designed for channel partners who have contributed to the growth of AMD's business in India. Previously limited to AMD's select platinum and gold partners, this is the first time that the 'Annual Challenge' is being opened out to all channel partners including AMD's CPG (Computer Processing Group), GPG (Graphics Processing Group) partners and retail partners across four zones in India and other countries in the sub-continent including Sri Lanka, Bangladesh and Nepal.

AMD's 'High Flyers' Annual Challenge builds on the consistent enablement and motivation programs already in place which focus on building technical expertise, by educating the channel partners about the AMD advantage so that they can communicate the same effectively to their customers and configure appropriate solutions for eventual customer delight.

Channel partners will be recognized for achievement of targets by getting a nomination for the annual channel meet scheduled for the early part of 2009. Targets will be decided based on their business potential and the growth of AMD's business volume generated. Special efforts and achievements will also be recognized at the event by way of awards.

The Annual Challenge is also supported by a consistent communication plan and quarterly challenges to keep the excitement alive - true to the theme - AMD High Flyers.

Top 100 partners from the country will achieve the distinction of being invited for an exclusive event at a yet to be announced location. The event promised to be bigger and better than any event AMD has organized for the channel community, ever. Efforts of the partners to grow the business for AMD will be well recognized and special awards are being instituted for recognizing the 'best-sellers' among the different product categories and sub-regions.

Announcing the program, Deepanshu Sharma, General Manager, Marketing and Strategy, AMD India said, 'Our partners are the cornerstone of our achievements in the Indian market. Such programs are a sincere attempt from our side to recognize the efforts our partners have invested in spreading the good word, and evangelizing the AMD product line in the region. We will ensure that this is an exciting program throughout the year, and an unforgettable experience at the grand finale', he added.

AMD's channel efforts are built around attracting the best partners, enabling them to perform at their best, and then providing an exciting and conducive environment to grow the business. Such programs complement the ongoing efforts of training, and enablement of the current and potential partners.

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### **About AMD**

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing

solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit [www.amd.com](http://www.amd.com).

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