FOR IMMEDIATE RELEASE

AMD JOINS AGMA

Member Roster Continues to Grow for Industry Alliance; AGMA Members Provide Updated Gray Market Statistics

HOUSTON, Texas, May 11, 2010 – The Alliance for Gray Market and Counterfeit Abatement (AGMA), a non-profit organization dedicated to addressing the gray marketing, counterfeiting and warranty and service abuse of branded goods around the globe, today announced that it has added AMD to its member roster.

AGMA and its member companies strive to make engaging in gray market, counterfeit and warranty and service abuse more difficult, undesirable and unprofitable for the perpetrators. AGMA membership provides AMD with access to collaborative strategies, programs and effective processes to effectively address the issues surrounding the IT sector gray market.

"By becoming an AGMA member, AMD is aligning itself with some of the most respected companies in the technology sector that are combating these industry-wide issues in a collaborative manner," said Corrina Sinatro, director, brand and marketplace, Corporate Investigations for AMD. "Combating and deterring gray market and counterfeit activities are important priorities for AMD. We look forward to the exchange of best practices and successes between members on these topics, as well as other strategies that will enable us to continually improve customer satisfaction and preserve the integrity of AMD's branded products."

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AGMA's membership continues to grow as some of the biggest names in the high tech industry unite behind its cause. The addition of AMD to the AGMA roster comes on the heels of the recent addition of IBM, Oracle and Samsung Electronics America.

In addition to its new member, AGMA announced the results of its quarterly global members' meeting. The meeting was held on April 21 and 22 and was hosted by Cisco in San Jose, Calif. The April quarterly meeting featured results from a survey conducted by AGMA in conjunction with PricewaterhouseCoopers (PwC). Focusing on the gray market, PwC worked with AGMA to conduct a survey of its membership and used the results to engage the broader AGMA conference attendees in a collaborative workshop on notable trends and best practices, common challenges and opportunities for improvement in mitigating the impact of gray market activities.

The survey identified some of the key errors or frauds contributing to gray market activities, including: sales or inventory timing difference (20 percent); misreported customer names in incentive claims (53 percent); nonexistent transactions (27 percent); data errors from manufacturers/OEMs (20 percent); and data errors from channel partners (33 percent).

According to AGMA president [Ram Manchi](), "These study findings should serve as a wake-up call to all in the technology sector. Clearly, there is much more work to be done to educate manufacturers, channel partners and consumers about the issue of gray market fraud – as well as what can be done to lessen its impact."

Also featured, Caroline Thrasher and Shadi Hayden of Cisco's service abuse investigations – global risks and controls team presented the audience with insightful tools to search for, collect, preserve, and report online data. Steve Studhalter, senior program manager, worldwide anti-piracy investigations for Microsoft, shared key strategies for intelligently approaching anti-piracy investigations, including leveraging multiple resources to identify cases and develop evidence; cultivating partnerships with Customs and Border Protection; following up on leads and following a comprehensive strategy to collect, review and analyze intelligence from multiple listening posts.

AGMA provides a platform for sharing collaborative strategies in the technology sector. AGMA facilitates a forum for information sharing on a variety of topics including brand protection programs and effective processes to address the growing threats of counterfeiting, gray market fraud and service and warranty abuse. Manufacturers seek to limit gray marketing of their product, to protect both their brand and their legitimate partner ecosystem - as well as end users.

To learn more about AGMA's initiative or to become a member, please visit www.agmaglobal.org.

About AGMA

AGMA is a non-profit organization comprised of influential companies in the technology sector. Incorporated in 2001, AGMA's mission is to address gray market fraud, parallel imports, counterfeiting, software piracy, and service abuse of technology products around the globe. The organization's goals are to protect intellectual property and authorized distribution channels, improve customer satisfaction and preserve brand integrity.

AGMA welcomes any technology manufacturer, as well as persons or entities that own or hold intellectual property rights to finished goods outside the technology industry; product and service providers, government and law enforcement who provide goods and/or services to combat gray market fraud, counterfeiting and warranty and service abuse threats. AGMA uses a variety of avenues to cultivate change in the marketplace, including event speaking, educational initiatives, benchmark studies, industry guidelines, and, where appropriate, public policy advocacy. To learn more about AGMA's initiatives or to become a member, please visit www.agmaglobal.org.

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