NVIDIA Unveils New Weapon of Choice for Gamers -- the NVIDIA GeForce GTX 660 Ti GPU

GPU Powered by NVIDIA Kepler -- World's Fastest, Most Efficient Graphics Architecture -- Starts at $299; Includes Free Copy of Upcoming Borderlands 2

SANTA CLARA, CA -- The NVIDIA® Kepler™ architecture, which has revolutionized how PC games are played since its introduction in March, powers the new NVIDIA GeForce® GTX 660 Ti GPU, which is available today starting at only $299.

Delivering truly game-changing performance for the most demanding PC games played at the gamer's preferred resolution of 1080p, the GTX 660 Ti is a dramatic upgrade for anyone playing on previous-generation graphics technology. The GTX 660 Ti is 41 percent faster on average than the GTX 560 Ti from 2011, and 58 percent faster on average than the GTX 470 from 2010.[1]

In addition to providing impressive performance, the GTX 660 Ti is filled with features, such as full support for DirectX 11 tessellation, TXAA, and PhysX® technologies and the ability to drive a 3+1 display configuration from a single card.

Factor in the Kepler architecture's great efficiency and low thermal design power and the GTX 660 Ti assures gamers of having the most stable, quiet and power-efficient gaming experience possible in its price class. The GTX 660 Ti even keeps pace in performance with competing products that cost $50 more, while consuming up to 25 percent less power[2], a testament to the efficiency of the streaming multiprocessor built inside each Kepler chip.

These power savings come into sharp relief when two GTX 660 Ti cards are paired together in SLI mode, delivering performance that outpaces the competition by up to 21 percent.

For a limited time, gamers who purchase a GTX 660 Ti GPU from a participating retailer or e-tailer will receive a voucher for a free copy of Gearbox Software's *Borderlands 2*, which is launching next month. *Borderlands 2* is on track to be one of this year's most popular PC titles and includes support for PhysX technology for a totally immersive gaming experience.

The GTX 660 Ti is built using NVIDIA's 28-nanometer Kepler architecture, as are the GTX 680, GTX 670 and dual-GPU GTX 690, all of which were introduced earlier this year.

Availability
The NVIDIA GeForce GTX 660 Ti GPU is available now from the world's leading add-in card suppliers, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innovision 3D, Jetway, Leadtek, MSI, Palit, Point of View, PNY, Sparkle and Zotac.

More information about the GeForce GTX 660 Ti is available from www.GeForce.com. For more NVIDIA news, company and product information, videos, images and other information, please visit the NVIDIA newsroom. The NVIDIA Flickr page hosts GTX 660 Ti product photos.

About NVIDIA
NVIDIA (NASDAQ: NVDA) awakened the world to computer graphics when it invented the GPU in 1999. Today, its processors power a broad range of products from smartphones to supercomputers. NVIDIA's mobile processors are used in cell phones, tablets and auto infotainment systems. PC gamers rely on GPUs to enjoy spectacularly immersive worlds. Professionals use them to create 3D graphics and visual effects in movies and to design everything from golf clubs to jumbo jets. And researchers utilize GPUs to advance the frontiers of science with high performance computing. The company has more than 5,000 patents issued, allowed or filed, including ones covering ideas essential to modern computing. For more information, see www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the impact, benefits and availability of the Kepler architecture and GeForce GTX 660 Ti GPUs; and the effects of the company's patents on modern computing are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission, or SEC, including its Form 10-Q for the fiscal period ended April 29, 2012. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as

required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

[1] All GPUs tested on Rampage IV Extreme(x79), 3960X-3.3GHz, 8GB RAM corsair DDR3, SBIOS version 0803. GeForce Driver 304.73. Radeon Driver Cat 12.7 beta. All games tested at 19x10 resolution. Games include Crysis 2, BF3, Skyrim tested at "ultra" settings; Just Cause 2, Lost Planet Just Cause 2, Lost Planet 2, Max Payne 3, Starcraft 2, Dragon Age 2 tested at 4xMSAA, highest settings; Deus Ex and The Secret World tested with FXAA high, highest settings; Batman Arkham City tested with 4xMSAA, Tessellation and PhysX high.

[2] 150 watts TDP for 660 Ti versus 200 watts TDP for Radeon 7950.

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