The New NVIDIA GeForce GTX 560 Ti GPU Pwns the Gamer's Sweet Spot

SANTA CLARA, CA -- Last summer, NVIDIA astounded gamers with the introduction of the GeForce® GTX 460 GPU, which editors called "an incredible value"(i). Flash forward 5 months later, and NVIDIA is set to do it again with the immediate availability of the new GeForce GTX 560 Ti GPU. With average performance that is 33% faster(ii), overclocking headroom that is off the charts, and a performance per watt that puts competitive products to shame, the GeForce GTX 560 Ti is further proof as to why GeForce GTX GPUs are favored by PC gamers worldwide.

The GeForce GTX 560 Ti is the newest addition of the Company's "Fermi" line of consumer GPUs that were designed to deliver stunning DirectX 11 (DX11) performance for PC gaming platforms. The GeForce GTX 560 Ti brings a new level of DX11 price/performance to the performance PC gaming market while maintaining super quiet acoustics and minimal power requirements.

Like all NVIDIA "DX11 Done Right" GPUs, the GTX 560 Ti delivers the world's fastest performance for DX11 games in its class. When compared to the closest competitive product, the GTX 560 Ti is up to 65 percent faster(iii) in today's newest DX11 tessellated games, and 30 percent faster(iv) in previous-generation DX9 and DX10 games. With a superior design that includes a default graphics core clocked to 822MHz, 8 tessellation engines and 384 CUDA cores that were architected for next-generation DX11 games, the GTX 560 Ti is even up to 46% faster(v) than the competition's product offerings that cost upwards of 20% more!

"The GTX 560 Ti GPU has it all: awesome DX11 performance, terrific overclockability, and ultra quiet operation -- attributes of the perfect performance GPU," said Drew Henry, general manager of GeForce GPU business at NVIDIA. "With the GTX 560 Ti under the hood, and an awesome library of DX11 titles coming in the very short future, it is truly a great time to be a PC gamer!"

With full support for NVIDIA 3D Vision™ and NVIDIA Surround™ technologies, the GeForce GTX 560 Ti GPU also provides the graphics horsepower and video bandwidth needed to experience more than 500 games and high-definition Blu-ray movies in eye-popping stereoscopic 3D on a single display or spanning across three screens for an immersive gaming environment. And with NVIDIA SLI™ technology, the industry's most scalable multi-GPU platform, gamers will be delighted by the sheer increase in gaming performance by adding a second GeForce GTX 560 Ti to their PC.

With an estimated selling e-tail price starting at $249 USD, the GTX 560 Ti is available starting today from the world's leading add-in card partners, including ASL, ASUS, Colorful, ECS, EVGA, Gainward, Galaxy, Gigabyte, Innovision 3D, Jetway, Leadtek, MSI, Palit, Point of View, PNY, Sparkle, Zotac and others. At launch, there will be a wide assortment of GTX 560 Ti cards available, including those with stock clocks of 822MHz and others that are clocked much higher, including some at 1GHz.

For more information about the GTX 560 Ti, please visit www.geforce.com.

Note to editors: To download GTX 560 Ti product shots and partner box images, please visit the GTX 560 Ti Flickr page located here: http://bit.ly/i3f2XA

About NVIDIA
NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the GPU in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from tablets and portable media players to notebooks and workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. The Company holds more than 1,700 patents worldwide, including ones covering designs and insights that are 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 benefits, features, impact and capabilities of the GeForce GTX 500 series of GPUs 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: our reliance on third parties to manufacture, assemble, package and test our products; global economic conditions; development of more efficient or faster technology; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor's products; 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 August 1, 2010. Copies of reports filed with the SEC are posted on NVIDIA'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.

(i) http://www.hardocp.com/article/2010/07/12/nvidia_geforce_gtx_460_review/10

(ii) GeForce GTX 560 Ti compared to GeForce GTX 460, both running standard clocks across an aggregate average of 13 games tested at 1920x1200 on an Intel Core i7 3.2GHz platform with Win7 64-bit. Drivers: 266.56

(iii) GeForce GTX 560 Ti compared to Radeon HD 6870 running H.A.W.X. 2 at 1920x1200 4xAA, using Core 3.2GHz platform with Win7 64-bit, X58, 6GB DDR3, Win7 64-bit. Drivers: NVIDIA Release 266.56 and AMD Cat 10.12a

(iv) GeForce GTX 560 Ti compared to Radeon HD 6870 running FarCry 2 at 1920x1200 4xAA, using Core 3.2GHz platform with Win7 64-bit, X58, 6GB DDR3, Win7 64-bit. Drivers: NVIDIA Release 266.56 and AMD Cat 10.12a

(v) GeForce GTX 560 Ti compared to Radeon HD 6950 running Lost Planet 2 at 1920x1200 4xAA, using Core 3.2GHz platform with Win7 64-bit, X58, 6GB DDR3, Win7 64-bit. Drivers: NVIDIA Release 266.56 and AMD Cat 10.12a

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