

NVIDIA GeForce GTX 570 GPU Gives Gamers Explosive Performance and Quiet Gaming

Built From the DNA of GTX 580, Just in Time for the Holidays

SANTA CLARA, CA -- Hot on the heels of last month's successful launch of the GeForce® GTX 580 graphics processing unit (GPU), NVIDIA® today announced the immediate availability of the GeForce GTX 570 -- the newest addition to its GTX 500 Series of DirectX 11 (DX11) GPUs designed for PC gaming enthusiast platforms. The GeForce GTX 570 brings a new level of DX11 price/performance to the enthusiast PC gaming market while maintaining quiet acoustics and 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.

Like all NVIDIA "DX11 Done Right" GPUs, the GTX 570 delivers the world's fastest performance for DirectX 11 (DX11) games in its class. When compared to the closest competitive product, the GTX 570 is up to 128 percent faster(i) in today's newest DX11 tessellated games, and even 30 percent faster(ii) in previous-generation DX9 and DX10 games as well. With all of this performance under the hood, it is no wonder why GeForce GPUs remain as the world's number one brand for consumer GPUs.

With full support for NVIDIA 3D Vision™ and NVIDIA Surround™ technologies, the GeForce GTX 570 GPU also provides the graphics horsepower and video bandwidth needed to experience 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 570 to their PC.

For a more lighthearted take on the GeForce GTX 570 and additional product specifications, please visit: <http://bit.ly/hQRwIB>

Note to editors: To download GTX 570 product shots and partner box images, please visit the GTX 570 Flickr page located here: <http://bit.ly/gUwjtm>

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 1,600 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.

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(i) GeForce GTX 570 compared to Radeon HD 5870 running H.A.W.X. 2 at 2560x1600 4xAA/16xAF, using Core i7-965, X58, 6GB DDR3, Win7 64-bit, NVIDIA Driver: Release 260, AMD Driver: Cat 10.10.

(ii) GeForce GTX 570 compared to Radeon HD 5870 running StarCraft II at 2560x1600 4xAA/16xAF, using Core i7-965, X58, 6GB DDR3, Win7 64-bit, NVIDIA Driver: Release 260, AMD Driver: Cat 10.10.

About NVIDIA

Since 1993, [NVIDIA](http://www.nvidia.com) (NASDAQ : NVDA) has pioneered the art and science of [visual computing](http://www.nvidia.com). The company's technologies are transforming a world of displays into a world of interactive discovery — for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com/> and <http://blogs.nvidia.com/>.

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