



NVIDIA Announces Live Webcast Coverage for 2010 CES Press Conference

NVIDIA today announced that its press conference at the 2010 International Consumer Electronics Show on Thursday, Jan. 7, 2010, will be webcast live.

The event will begin at 10:30 a.m. Pacific Time (1:30 p.m. Eastern Time), at the Las Vegas Hilton Hotel, in Las Vegas.

Interested parties can listen to a live audio webcast of the press conference, available on the NVIDIA website at <http://www.nvidia.com/ces2010>. A replay of the webcast will be available for seven days after the press conference.

About NVIDIA

NVIDIA (NASDAQ: NVDA) awakened the world to the power of computer graphics when it invented the graphics processing unit (GPU) in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from portable media players to notebooks to workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. Fortune magazine has ranked NVIDIA #1 in innovation in the semiconductor industry for two years in a row. For more information, see www.nvidia.com.

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