

NVIDIA Shakes Up Sub-\$200 Graphics Market With New GeForce GTX 650 Ti BOOST GPU

Latest Kepler Architecture-Based GPUs Take Commanding Performance Lead at \$169 and \$149

SANTA CLARA, CA -- Gamers looking to play this year's hottest PC games at a highly affordable price -- with in-game settings cranked up to high -- got their wish today with the introduction of the new NVIDIA® GeForce® GTX 650 Ti BOOST GPU. Based on the NVIDIA Kepler™ architecture and equipped with 768 NVIDIA CUDA® cores, the GTX 650 Ti BOOST GPU is available in 2GB and 1GB configurations at an estimated \$169 and \$149, respectively.

With up to 40% more performance over the original GeForce GTX 650 Ti GPU introduced last year, the new GeForce GTX 650 Ti BOOST includes features typically reserved for more expensive, higher-end GPUs, including support for NVIDIA's innovative GPU Boost technology, which dynamically adjusts GPU performance to meet the real-time graphics processing demands of games, and award-winning NVIDIA SLI® technology, which allows gamers to use multiple GPUs to "double up" on performance.

With a wider 192-bit memory interface and up to 60 percent more memory bandwidth than the original, the GeForce GTX 650 Ti BOOST GPU lets gamers play their favorite games at 1080p at high-quality settings with smooth frame delivery and comfortable frame rates for even the most graphically demanding games on the market today, including Crisis 3.

And with support for NVIDIA PhysX® technology -- the world's most pervasive physics engine for experiencing real-time, real-world effects -- games such as Hawken and Planetside 2 come alive to deliver a truly realistic interactive gaming experience.

The NVIDIA GeForce GTX 650 Ti BOOST 2GB edition 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, PNY, Point of View, Sparkle and Zotac. The GTX 650 Ti BOOST 1GB version will be available in early April.

For more information on how GeForce GTX GPUs are dramatically changing the way games are played and experienced, visit www.geforce.com/. The NVIDIA Flickr page hosts GeForce GTX 650 Ti BOOST and the entire lineup of Kepler product photos.

About NVIDIA

Since 1993, [NVIDIA](http://www.nvidia.com) (NASDAQ: NVDA) has pioneered the art and science of visual computing. 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>.

Certain statements in this press release including, but not limited to, statements as to: the impact, benefits and availability of the NVIDIA GeForce GTX 650 Ti BOOST GPU; 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-K for the fiscal period ended January 27, 2013. 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.

© 2013 NVIDIA Corporation. All rights reserved. NVIDIA, the NVIDIA logo, CUDA, GeForce, Kepler, and PhysX are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability and specifications are subject to change without notice.

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/>.

© 2014 NVIDIA Corporation. All rights reserved. NVIDIA and the NVIDIA logo are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated. Features, pricing, availability, and specifications are subject to change without notice.

Media Contacts

Bryan Del Rizzo
+1 408 486 2772
bdelrizzo@nvidia.com