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# NEWS

**For Immediate Release  
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## **VIP Announced as Master Distributor of AMD Products**

VIP Computer Centre Ltd (VIP), the UK's leading independent distributor of computer components and peripherals, today announced their advanced status to Master Distributor of AMD products, commencing 1<sup>st</sup> February 2009.

Master Distributor status will enable a closer co-operation between VIP and AMD, that will in-turn bring tangible benefits for VIPs customers, including access to competitive prices and a larger range of the latest AMD products, supported by enhanced stock availability.

The decision comes following VIPs longstanding commitment to the distribution of AMD products and in particular from the significant growth VIP have achieved in terms of AMD sales and customer breadth.

Duncan McAuley, Purchasing Director at VIP, commented: "We are delighted to have been awarded Master Distributor status by AMD and look forward to working in even closer partnership with them in the future. This accreditation will provide many valuable new sales opportunities for our resellers who also will benefit from improved pricing, range of product and services. VIP welcomes the chance to further facilitate

communications between AMD and our resellers, helping them understand how AMD can help grow their business.”

Faye Le Duc, Channel Marketing at AMD added, “We are pleased to make this announcement in conjunction with VIP and look forward to forging an even stronger partnership. VIP have implemented strategic sales and marketing campaigns that have fuelled the success they have seen in the CPU and VGA market for AMD. VIPs expertise in the components market has already proved a valuable asset to AMD, so this progression to Master Distributor will allow us to feed through even more aggressive pricing on a wider stock of AMD products via VIP”.

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**About VIP Computer Centre Limited**

VIP Computers is the UK’s largest independent distributor of components, peripherals and consumer products. VIP concentrates on supplying the channel and partnering with its customers & vendors for mutual success. VIP provides a wide portfolio of products and has a state of the art logistics and online ordering facilities. VIP is an industry respected and award winning pan-European distributor based in UK, with offices in Holland, Spain and Taiwan. Group turnover was in excess of £163m for the year ending June 2008 and VIP was ranked for the third consecutive year in The Sunday Times Top Track 250.

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