



PRESS RELEASE

Media Contact:

Bernadette Brijlall
Phone: 973-560-5481
Email: bbrijlall@pny.com

PNY Expands XLR8™ Gaming With the GeForce® GTX 465 Graphics Card

Parsippany, NJ – May 31, 2010 – PNY Technologies®, Inc. (“PNY”), a global leader in flash memory cards, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards, has launched the latest graphics card from NVIDIA®: the XLR8™ GeForce® GTX 465 1024MB GDDR5.

PNY’s new XLR8 GeForce GTX 465 graphics card delivers extreme gaming performance and amazing multimedia capabilities. Based on NVIDIA’s revolutionary Fermi architecture, the GTX 465 gives games an adrenaline shot with screaming-fast performance and futuristic, visually-stunning graphics. The power of DirectX® 11 technology and CUDA™ architecture bring games closer than ever to cinema-quality effects and visuals. NVIDIA PhysX® technology creates dynamic, interactive environments, while 3D Vision™ Surround technology expands the playing field across three HD monitors in full stereoscopic 3D for a truly immersive gaming experience. With a reduced core count from prior GF100 models, power consumption is improved on the GTX 465 and the maximum board power is now 200 watts. The GTX 465 also comes equipped with a native mini-HDMI port, allowing for effortless connectivity to any HDMI enabled computer monitor or television for first-class HD visuals and riveting 3D gaming sound.

“Finally, the revolutionized GF100 GPU has now been delivered at an affordable price range,” said Nicholas Mauro, senior marketing manager, PC components for PNY. “PNY’s XLR8 line-up offers an elite group of high-end graphics cards aimed at enthusiast-class seekers, and the GTX 465 is no exception. Amazing performance backed by our Lifetime Warranty gives users the added security to invest not only their hard-earned dollars, but their playing time as well.”

XLR8 GeForce GTX 465

- 1024MB of GDDR5 frame buffer memory
- 607 MHz core clock and 1215 MHz shader clock
- 352 processor cores
- 102.6 GB/second memory bandwidth
- A texture fill rate of 26.7 billion/second
- An effective memory data rate of 3206 MHz
- MSRP: \$279.99

PNY’s latest graphics card comes equipped with the following features:

- Microsoft® DirectX 11 support
- NVIDIA CUDA technology with CUDA C/C++, DirectCompute 5.0 and OpenCL support
- NVIDIA PhysX technology
- NVIDIA SLI-Ready
- NVIDIA 3D Vision Surround Ready
- NVIDIA PureVideo HD technology

###



PRESS RELEASE

- PCI Express 2.0 support
- Two dual-link DVI-I connectors
- One mini-HDMI 1.3a connector
- Dual-link HDCP-Capable
- OpenGL 4.0 support

PNY offers a Limited Lifetime Warranty for the entire XLR8 GeForce GTX Series, including the GTX 465 graphics card. Users have a standard 1-year out of box warranty, extended to the lifetime of the original purchaser upon completion of product registration at PNY.com within 90 days of purchase. PNY also offers free 24-hour technical support.

The PNY GTX 465 graphics card will also feature a bonus of 2 full-length movie downloads from Sony Pictures Home Entertainment. Consumers have their choice of over 35 movie titles from a broad selection of genres including Action/Adventure, Drama, Comedy, Romance, Sports, and Family. The bonus Sony movie downloads include recent blockbuster hits as well as favorite classics, such as *The Da Vinci Code*, *Hitch*, *Big Daddy*, *As Good As It Gets*, *21* and *S.W.A.T.*

Additionally, consumers who purchase a PNY GTX 465 will receive a bonus 3 month subscription to E-Sports Entertainment (ESEA) Premium Video Game Network. ESEA is a video game solution provider, specializing in community tools, proprietary anti-cheat technology, custom server modifications, and an extensive network of premium game servers. Users can learn, play, practice and compete all with an ESEA Premium subscription.

The PNY GTX 465 is available now for purchase at select e-tailers, retailers, and PNY.com; and will also be in all Best Buy stores nationwide by mid-June. For more information on the complete line of products that PNY has to offer, visit www.PNY.com. For the gaming enthusiast, visit PNY's on-line gaming portal at XLR8gaming.net.

About PNY Technologies

Established in 1985, PNY Technologies®, Inc. celebrates 25 years of excellence as a leading manufacturer and supplier of flash memory cards, USB flash drives, solid state drives, computer memory upgrade modules, as well as consumer and professional graphics cards. The company's *Photography-Videography*, *Mobility*, *3D Gaming-Visualization* and *Business* solutions are widely available from major retail, e-tail and wholesale outlets internationally. Headquartered in Parsippany, NJ, PNY maintains facilities in North America, Europe, Asia and Latin America. www.PNY.com

The PNY logo is a registered trademark of PNY Technologies, Inc. All other trademarks are the property of their respective owners. Copyright © 2010 PNY Technologies, Inc. All rights reserved.