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Press Release
Office of Economic Development

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**SAN JOSE MAYOR CHUCK REED and SAN JOSE CITY
COUNCIL COMMEND NVIDIA FOR INNOVATIVE
SPIRIT AND ECONOMIC IMPACT**

*NVISION 08, Week of Visual Computing highlight San Jose as
crossroads for ideas, talent, art and technology*

SAN JOSE, CALIF., AUGUST 19, 2008—Mayor Chuck Reed and the San Jose City Council presented NVIDIA Corporation with a proclamation declaring August 20 through 27 as “Visual Computing Week” in San Jose. The proclamation recognized NVIDIA’s contributions to the global and local economy as well as its mega-event NVISION 08, a visual computing conference being held August 25 to August 27 in Downtown San Jose.

Accepting the proclamation during a Council meeting at San Jose City Hall was Chris Malachowsky, NVIDIA co-founder/NVIDIA Fellow and senior vice president of engineering and operations. NVIDIA is the world leader in visual computing technologies and the inventor of the GPU, a high-

performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices.

Taking place on August 25-27, 2008 in San Jose, California, NVISION 08 is a three-day mega-event for professionals and enthusiasts who are passionate about visual computing. Thousands of engineers, designers, developers, researchers, artists, enthusiasts, gamers, film makers, business professionals, and consumers from around the world are expected to attend.

“NVIDIA and the NVISION 08 event have demonstrated the market growth and cultural shift that can happen when art and technology come together,” said San Jose Mayor Chuck Reed. “As the Capital of Silicon Valley, San Jose remains the epicenter for digital technology and is the perfect place to stage an event which demonstrates the creativity and innovation that defines the region.”

Thousands of people, from a wide breadth of industries and interests, are expected to meet at the San Jose McEnery Convention Center in Downtown San Jose for NVISION 08. These will include technical and marketing professionals from Fortune 500 companies, the CAD/design, medical, science, automotive, mobile, film industries as well as supercomputing experts, researchers, gaming enthusiasts, and people interested in great visual technologies.

“For years, Silicon Valley has been where the best and brightest talent have come together to extend the boundaries of knowledge and change the world,” said Malachowsky. “We hope NVISION 08 in San Jose evokes an explosion of ideas that breed the next generation of visual computing innovations.”

About NVIDIA

NVIDIA (Nasdaq: NVDA) is the world leader in visual computing technologies and the inventor of the GPU, a high-performance processor which generates breathtaking, interactive graphics on workstations, personal computers, game consoles, and mobile devices. NVIDIA serves the entertainment and consumer market with its GeForce® products, the professional design and visualization market with its Quadro® products, and the high-performance computing market with its Tesla™ products. NVIDIA is headquartered in Santa Clara, California, and has offices throughout Asia, Europe, and the Americas. NVIDIA is also the host of the inaugural NVISION conference that will be held August 25-27, 2008 in San Jose, California. For more information, visit www.nvidia.com and www.nvision2008.com.

About the City of San Jose's Office of Economic Development

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. OED guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art, sporting and cultural resources to our community. For more information, please visit, www.sjeconomy.com.

About the City of San Jose

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the

world's leading center of innovation. The city, the 10th largest in the U.S., is committed to remaining a top-ranked place to do business, work, live, play and learn. For more information, visit, www.sanjoseca.gov.

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