



ATI Technologies Inc. ships Cycore Cult3D® with its RADEON™ 8500 Graphics Cards

***Distribution deal means Cult3D Viewer plug-in will be distributed with
every ATI RADEON 8500 card sold worldwide***

TORONTO, CANADA — December 17, 2001— Cycore, the market leader in interactive 3D for e-business today announced that its award-winning Cult3D visualization software is now being shipped with each of ATI's technology-leading RADEON 8500 boards. ATI Technologies Inc., a world leader in the supply of graphics, video and multimedia solutions, began shipping the Cult3D Viewer plug-in on its driver CD in early October as an automatic part of the RADEON 8500 install process.

"We chose to incorporate Cult3D into our e-business strategy because we felt it to be the leading edge software technology that best communicates what we do at ATI in 3D graphics hardware," said Toshi Okumura, Senior Product Manager, Desktop Marketing, ATI Technologies Inc. "Providing 3D visualization of our hardware cards gives our end user the unique and enhanced computer experience they have come to expect from ATI products."

Cycore develops and markets graphics software that enables the creation and viewing of fully interactive, high-quality 3D objects and animations primarily for use on the Web, in Microsoft Office® programs such as PowerPoint®, and in Adobe Acrobat® documents.

ATI was one of the first brand name companies in North America to incorporate Cult3D models into its website strategy. Now, a year later, ATI has decided to take its successful relationship with Cycore one-step further by incorporating Cult3D into its business strategy through mass plug-in distribution.

"The support of global 3D hardware leaders like ATI further strengthen the value proposition for market leading 3D software like Cult3D," said Ted Iannuzzi, CEO, Cycore North America Inc. "ATI was one of the first to realize the value of Web 3D and we are pleased they have now decided to spread the word with the bundling of our Cult3D Viewer on what Maximum PC Magazine recently crowned, a 'kick-ass product'."

The Cult3D Viewer plug-in; required to view interactive 3D models created using Cult3D software, is automatically downloaded to a user's computer once they install an ATI RADEON 8500 card. ATI has also included a Cult3D model of its

RADEON 8500 card on its website. To get a comprehensive real-time look at the card and its impressive list of features, interact with it at http://www.ati.com/na/pages/products/pc/radeon_8500/index.html. With well over 11 million downloads of the Cult3D Viewer to date, Cycore will be guaranteed a significant increase in viewer downloads through the ATI bundling partnership.

About ATI Technologies Inc.

Founded in 1985, ATI Technologies Inc. is a world leader in the supply of graphics, video and multimedia solutions for the personal computer and Mac platforms. The pioneer, innovator and market leader in the graphics industry, ATI provides cutting-edge technologies for the PC, workstation, set-top box, game console and other consumer appliances markets. The Company has more than 1,900 employees supporting customers from its headquarters in Markham, Ontario, Canada, as well as from offices in Barbados, France, Germany, Hong Kong, Ireland, Japan, Malaysia, the United Kingdom and the United States. ATI common shares trade on NASDAQ (ATYT) and the Toronto Stock Exchange (ATY).

About Cycore

Cycore is the market leader in interactive 3D software for e-business. Cycore Cult3D® software is an award winning product visualisation technology used on Web sites, in Microsoft Office® documents and in Adobe® Acrobat® files, to help e-businesses increase online sales, enhance sales presentations and improve customer service. More than 400 brand name companies, including CNN, Ericsson Mobile Communications, Fiat, Longines, Sony and Toyota use Cult3D on their websites. To date the number of Cult3D viewer downloads exceeds 11 million, with an average of 150,000 downloads a day since December 1, 2001. The company was founded and maintains headquarters in Sweden, with offices in North America, France and Germany. Sales for the first three quarters of 2001 exceeded \$1.7 million USD. For further information please visit <http://www.cycore.com>.

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