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# MICA, My Intelligent Communication Accessory, Designed by Opening Ceremony, Engineered by Intel

MICA, My Intelligent Communication Accessory, designed by Opening Ceremony, engineered by Intel, connects fashion-forward women to text messages, Google™ and Facebook\* notifications, and local business recommendations powered by Yelp\* and TomTom. An intelligent bracelet composed of precious gems and Ayers snakeskin, MICA will retail for \$495, which includes two years of AT&T\* wireless data service provided by Intel.

MICA, My Intelligent Communication Accessory, designed by Opening Ceremony, engineered by Intel (Photo: Business Wire)

## About Intel

Intel (NASDAQ: INTC) is a world

leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at [newsroom.intel.com](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com) and about Intel's conflict-free efforts at [conflictfree.intel.com](http://conflictfree.intel.com).

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Intel Corporation  
Ellen Healy, 408-765-1425  
[ellen.healy@intel.com](mailto:ellen.healy@intel.com)

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