



## Next-Generation Intel PC Chips to Carry Intel Core Name

SANTA CLARA, Calif., Aug. 11, 2008 – Intel Corporation announced today that desktop processors based on the company's upcoming new microarchitecture (codenamed "Nehalem") will be formally branded "Intel® Core™ processor." The first product in this new family of processors, including an "Extreme Edition" version, will carry an "i7" identifier and will be formally branded as "Intel® Core™ i7 processor." This is the first of several new identifiers to come as different products launch over the next year.

Products based on the new microarchitecture will deliver high performance and energy efficiency. This "best of both worlds" approach is expected to extend Intel's processor leadership in future mobile, desktop and server market segments.

"The Core name is and will be our flagship PC processor brand going forward," said Sean Maloney, Intel Corporation executive vice president and general manager, Sales and Marketing Group. "Expect Intel to focus even more marketing resources around that name and the Core i7 products starting now."

The Intel Core processor brand name has gained broad awareness, preference, and market momentum over the past several years. The Intel Core name remains the logical choice for Intel's latest family of processors. The Intel Core i7 processor brand logo will be available for high-performance desktop PCs with a separate black logo for Intel's highest-end "Extreme Edition." Intel will include processor model numbers to differentiate each chip.

Initial products based on this microarchitecture are expected to be in production in the fourth quarter of this year. These processors will feature Intel® Hyper-Threading Technology, also known as simultaneous multi-threading, and are capable of handling eight software "threads" on four processor cores.

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