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Intel Names BBC Executive to Lead Digital Home Effort

SANTA CLARA, Calif.--(BUSINESS WIRE)-- Intel Corporation today announced that Erik Huggers will serve as corporate vice president and general manager of the company's Digital Home Group and become a member of Intel's Management Committee. Huggers is director of the BBC's Future Media & Technology division and serves as a member of the BBC's Executive Board. He replaces interim general manager Brad Daniels.

"Erik Huggers' proven track record of managing a variety of digital media businesses will be an extraordinary asset to Intel's digital home initiative," said Intel President and CEO Paul Otellini. "Erik's background and vision for delivering new platforms, interactive content and services to consumers are an outstanding fit for Intel, and I am thrilled to welcome such a talented person to drive this key strategic business for Intel. We look forward to him joining our team."

Huggers joined the BBC in 2007 and is responsible for delivering BBC content over the Internet, interactive TV and mobile, helping audiences enjoy programming using a wide variety of devices from any location. He is also responsible for managing the BBC's Broadcast and Enterprise Technology Group and BBC Archives, as well as leading the BBC's Research and Development activities.

Huggers has long been at the forefront of digital media innovation. Prior to joining the BBC, he was with Microsoft where he led the global business development for Windows Media Technologies. Before joining Microsoft, Huggers worked with Endemol Entertainment as director of business development for its interactive division.

"I look forward to joining one of the leading technology companies in the world," said Huggers. "This is a tremendous opportunity to build a new business for silicon, software and services to unlock the potential of high-quality connected media experiences in the living room."

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. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

        Source: Intel Corporation