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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 and blogs.intel.com and about Intel's conflict-free efforts at conflictfree.intel.com.

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Intel Corporation
Ellen Healy, 408-765-1425
ellen.healy@intel.com

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