

December 12, 2013



# Intel Inside FC Barcelona

## Intel and FC Barcelona Announce Partnership Agreement

### NEWS HIGHLIGHTS

- As the official technology partner of FC Barcelona, Intel will enable the club to be one of the most technologically advanced soccer clubs in the world.
- Intel Inside® logo to be the first-ever placement of a partner's logo inside FC Barcelona's jerseys.
- Intel will be bringing FC Barcelona closer to its global fans through technology and additional support programs to be announced next year.

BARCELONA, Spain--(BUSINESS WIRE)-- Intel Corporation and [FC Barcelona](#) today announced a partnership [agreement](#) that brings together two brands with shared core values of innovation and performance, as well as to support and improve the communities they serve around the world.

Intel and FC Barcelona announced Dec. 12 as part of their new official technology partnership, the Intel Inside(R) logo will be the first-ever placement of a partner's logo inside FC Barcelona's jerseys. Showing the new jersey are Carles Puyol, FC Barcelona player, Sandro Rosell, FC Barcelona club president, Deborah Conrad, Intel chief marketing officer and Gerard Pique, FC Barcelona player. (Photo: Business Wire)

"This is more than a sponsorship to Intel," said [Deborah Conrad](#), Intel chief marketing officer. "The technology we are deploying and the

programs we are working on together are designed to elevate FC Barcelona into one of the most technologically advanced soccer clubs in the world and to launch an ambitious slate of educational initiatives."

The spirit of the partnership is symbolized by the new FC Barcelona jersey, which will feature the Intel logo inside. This is the first-ever placement of a logo inside the club's jersey. The new jersey was unveiled today at FC Barcelona's training facilities by Intel's Conrad; Sandro Rosell, president of FC Barcelona; and FC Barcelona players Gerard Pique and Carles Puyol. The new jersey will be worn beginning in the La Liga match against Villarreal on Dec. 14.

"It is a huge satisfaction for FC Barcelona to be able to join forces and share the values of innovation and teamwork with a company of such worldwide prestige as Intel," said Rosell. "We are both trendsetters in our fields, and I am convinced the collaboration we are starting today will be very important. It will mean much more than a financial sponsorship."

Initiatives unveiled today include:

- Providing the latest Intel-based technology to the students at the famous La Masia

academy to enable and foster a culture of creativity.

- Supplying FC Barcelona players and coaches with the latest Intel-based 2 in 1 devices, while working with the club to improve its research, training and performance via the most up-to-date technology.
- Working to improve the fan experience through new technology at Camp Nou.
- Delivering the latest technology to the education network FC Barcelona has built across the globe.

## **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](http://newsroom.intel.com) and [blogs.intel.com](http://blogs.intel.com).

## **About FC Barcelona**

FC Barcelona was founded on November 29, 1899 by initiative of a Swiss gentleman called Hans Maximilian Gamper, popularly known as Joan Gamper. He and a small group of collaborators created the club which has come to reflect public awareness of a welcoming and caring nation, Catalonia. Since it was founded, the club has had 39 different presidents. From Walter Wild to Sandro Rosell, Barça has grown into a massive social phenomenon that reaches far beyond the bounds of mere sport. The club has grown along with the city around it, and has come to represent Barcelona and Catalonia all around the world.

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Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20131212005681/en/>

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