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Intel Named Founding Partner of Levi's® Stadium

Two Iconic Bay Area Organizations Connect with Intel Inside®

SANTA CLARA, Calif.--(BUSINESS WIRE)-- The San Francisco 49ers and Intel Corporation today announced that Intel will become a Founding Partner and a preferred technology provider for the world's newest and most technologically advanced stadium, Levi's® Stadium in Santa Clara, Calif. The multiyear agreement is set to begin in 2014.

Intel Chief Marketing Officer Deborah Conrad and San Francisco 49er CEO Jed York with commemorative jersey honoring the announcement that Intel would be a Founding Partner and a preferred technology provider of the new Levi's Stadium in Santa Clara, Calif. (Photo: Business Wire)

As part of the sponsorship agreement, the 49ers will work with vendors to integrate Intel solutions and products for client, server, embedded and security technologies inside the stadium. In addition, Intel will have exclusive branding and naming rights to one of the most heavily used pedestrian areas at the northwest corner of the venue, currently referred to as the "Northwest Plaza." This area will be re-named the "Intel Plaza" and feature a fan experience zone where fans can connect and communicate using the latest products with Intel Inside.

The agreement also includes an integrated media package that includes radio and television advertising, various hospitality assets, and the opportunity to host events at Levi's® Stadium with customers and strategic partners throughout the year.

The new stadium, which lies just a few miles from Intel's headquarters at the Robert Noyce Building in the heart of Silicon Valley, is expected to be a showcase for technology. Levi's® Stadium will be among the smartest in the world with an adaptable technology infrastructure, scalable hardware, enhanced game-day experiences and "bring your own device" opportunities.

"Intel is one of the most well-known brands in the world with a deep history in Silicon Valley and an impeccable reputation as a leader in technology and innovation," said San Francisco 49ers CEO Jed York. "The vision for Levi's® Stadium has always been to provide an individually customized user experience through the use of innovative technology, aligning these two organizations perfectly. We are pleased to partner with our good neighbor as we establish Levi's® Stadium as the premier outdoor sports and entertainment venue in the world."

"There is no better place than the heart of Silicon Valley to showcase the best that technology has to offer, and we're very proud to be supporting the 49ers with a mission to define and enhance the fan experience on game day," said Deborah Conrad, Intel's chief marketing officer. "This is really a natural partnership between two iconic Bay Area

organizations and we're excited to engage fans in entirely new ways. We look forward to working with the 49ers to make it a unique fan experience and highlight the technology and innovation inside Levi's® Stadium."

About Levi's® Stadium

Levi's® Stadium will not only be the new home to the San Francisco 49ers, but it will also serve as one of the world's best outdoor sports and entertainment venues. It was designed by HNTB and is being built by Turner/Devcon for the Santa Clara Stadium Authority. The $1.2 billion venue will have 1.85 million square feet, seat approximately 68,500 and will feature an expected 165 luxury suites and 8,500 club seats. It was designed to be a multi-purpose facility with the flexibility to host a wide range of events, including domestic and international soccer, college football, motocross, concerts and various civic events, and will be expandable for major events such as the Super Bowl. For more information, go to LevisStadium.com.

About Intel Corporation

Intel (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.

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco over 60 years ago. Please visit www.49ers.com and follow the 49ers on Facebook and Twitter @49ers.

Photos/Multimedia Gallery Available:
http://www.businesswire.com/multimedia/home/20131218005346/en/

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