

November 17, 2010



Intel Hosts Entrepreneur Press Event in San Francisco

Intel+UC Berkeley Technology Entrepreneurship Challenge Finalist Teams, Venture Capitalist Specialist, Present to Media

Intel Corporation:

WHEN: 2:30-3:30 p.m. PST, Nov. 18

WHERE: Burson-Marsteller

303 2nd Street

North Tower, Suite 350

San Francisco

WHAT: Media are invited to attend an intimate press event in San Francisco to meet with four notable Intel+UC Berkeley Technology Entrepreneurship Challenge finalist teams along with Sriram Viswanathan, vice president of the Intel Architecture Group, and general manager of the WiMAX Program Office, and Andre Marquis, executive director of the Lester Center for Entrepreneurship & Innovation at UC Berkeley's Haas School of Business. The one-hour session will provide an in-depth look at what Intel and UC Berkeley are doing to support budding entrepreneurs from around the world and will highlight the groundbreaking business plans in this year's competition, which include solutions to a number of global challenges, among them renewable energy sources, early detection of breast cancer, online education solutions and 3-D human-computer interaction technology.

Founded in 2005 as part of Intel's Higher Education Program, the Intel+UC Berkeley Technology Entrepreneurship Challenge, provides graduate-level engineers and scientists with the opportunity to present their plans to make the world a better place through innovative technologies. All finalist teams receive direct visibility and interaction with more than 20 leading venture capital firms. The first-place winner, which will be named later that night, is awarded a \$25,000 prize from the Intel Foundation.

WHO: Four finalist teams from the 2010 Intel+UC Berkeley Technology Entrepreneurship Challenge.

Sriram Viswanathan, vice president of the Intel Architecture Group, and general manager of the WiMAX Program Office, for comment.

Andre Marquis, executive director of the Lester Center for Entrepreneurship & Innovation, UC Berkeley's Haas School of Business, for comment.

GENERAL INFO: Learn more at: www.intel.com/pressroom/kits/education.

CONTACT: To RSVP for either event or to schedule interviews, please contact
Allison Kubota, 415-591-4045, allison.kubota@bm.com

Source: Intel Corporation