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Super Bowl Viewers to Get Several Servings of Chips, Hold the Salsa

Intel Scores Post-Game Title Sponsorship and Fourth Quarter Ad Spot

NEWS HIGHLIGHTS

- Intel is leveraging the Super Bowl to support its newly announced family of processors.
- Intel has announced it is the title sponsor of the Super Bowl XLIV post-game show and will run in-show advertising during the fourth quarter and post-game show.
- Spots highlight the all new 2010 Intel(R) Core(TM) family of processors through "geek humor."

SANTA CLARA, Calif.--(BUSINESS WIRE)-- On a stage typically crowded with colas, cars and Clydesdales, the upcoming Super Bowl telecast is making room for geeks. Intel Corporation announced today it is leveraging the highly visible Super Bowl communications platform to support the company's all new 2010 Intel(R) Core(TM) processor family. As part of this engagement, Intel will be the title sponsor of the post-game show on CBS in addition to returning as an individual Super Bowl advertiser after more than a decade.

Intel will debut two new commercials over three purchased 30-second spots, the first airing during the fourth quarter of the big game on Feb. 7. Each commercial employs a sense of "geek humor" and will center on the 2010 Intel(R) Core(TM) Processor family, which announced earlier this month at the International Consumer Electronics Show, delivers unprecedented integration and smart performance, including Intel(R) Turbo Boost Technology[1] for laptops, desktops and embedded devices.

Sponsoring "The Intel(R) Super Bowl Today Post-Game Show," during which two 30-second Intel spots will run, gives the company another platform to convey to a huge audience that Intel is a different brand of company.

"Each day we are busy inventing the chips that make your favorite tech gadgets indispensable to you, like your computer, your smartphone and your car navigation system," said Deborah Conrad, Intel vice president and general manager, Corporate Marketing Group. "Intel inside those devices means you are getting the best from the geniuses who are coming up with your next favorite thing."

Timing of the Super Bowl and the audience it draws are "perfect" for Intel this year, according to Conrad.

"We just launched our all new 2010 Intel Core family of processors and were looking for the perfect place to run our newest "Sponsors of Tomorrow" ads, the first to spotlight not only

the Intel brand, but our processors as well," Conrad said.

Last year Intel partnered with four companies for the first Super Bowl commercial in 3-D. With its spot during Super Bowl XLIV, Intel returns as an individual Super Bowl advertiser for the first time in 12 years.

Created by San Francisco independent ad agency, Venables Bell & Partners, the Super Bowl and post-game spots present Intel(R) Core(TM) as a technological game changer in processor technology.

"We could have taken a serious approach to touting the industry's most advanced processors, but the overwhelming success of our 'Sponsors of Tomorrow' ads tells us 'geek humor' works," Conrad said. "Our new ads continue to poke fun at smart people, and the folks working at Intel are among the smartest around.

"We look forward to strengthening the Intel brand and putting a smile on the faces of some 100 million people as they grab the last of the hot wings and go in for another dip of guacamole."

Launched in May 2009, the global "Sponsors of Tomorrow" campaign includes print, online, outdoor and other advertisement placements, plus such additional marketing efforts as in-store and online retail campaigns, all focused on helping consumers choose the best Intel processor that meets their needs. OMD handles global media planning, including the Super Bowl sponsorship and buy, which are valued in the millions.

Intel [NASDAQ: INTC], the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at www.intel.com/pressroom and blogs.intel.com.

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1 Intel(R) Turbo Boost Technology is exclusively available with Intel(R) Core(TM) i5 and i7 processor series only. Intel(R) Turbo Boost Technology performance varies depending on hardware, software and overall system configuration. Check with your PC manufacturer on whether your system delivers Intel(R) Turbo Boost Technology. For more information, see www.intel.com/technology/turboboost.

Source: Intel Corporation