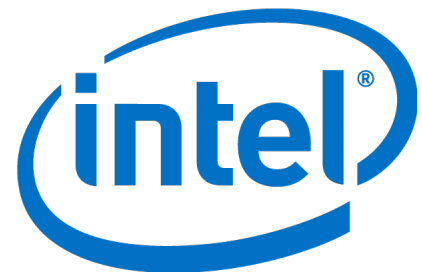


January 9, 2013



Intel, Bouygues Telecom Collaborate to Bring Live and On Demand Television to Intel-based Devices

NEWS HIGHLIGHTS

- Bouygues Telecom customers in France will have access to the full Bbox* TV experience on their Intel-based tablets, all-in-one PCs and Ultrabook™ devices.
- Will enable customers to experience live TV and video on-demand anywhere on the Bouygues Telecom network.

INTERNATIONAL CONSUMER ELECTRONICS SHOW, Las Vegas, Jan. 9, 2013 – Intel Corporation and Bouygues Telecom today announced a technology collaboration that will bring the full live and on-demand Bbox TV experience to the latest Intel-based devices from anywhere a broadband connection is available. The companies anticipate launching the Bbox TV applications in France for Ultrabook™ devices and Intel-based all-in-one PCs and tablets.

The new technology will provide access to live TV and video on demand (VOD) content for Bouygues Telecom customers inside and outside of the home via xDSL, fiber, cable and wireless networks.

"Bouygues Telecom successfully launched its Bbox Sensation, a high-end multimedia platform that features the Intel® Atom™ CE4200 Media Processor for French customers last year," said Yves Caseau, senior vice president, Technologies, Services and Innovation at Bouygues Telecom. "Through a simple, fast and intuitive interface, Bouygues Telecom customers gained access to a complete range of services including live and catch-up TV, VOD, Cloud Gaming and a media center. Through this collaboration we are eager to expand IPTV services to Ultrabook and other Intel-based devices. Working with Intel will be a great opportunity to expand IPTV services to the PC."

Historically, IPTV television content was only accessible through a set-top box solution connected to a television in the home. Today, service providers are taking advantage of the

innovation in Ultrabook devices, all-in-one PCs and tablets to allow customers to watch their favorite shows when they want, where they want, inside and outside the home.

"Last year, Bouygues Telecom launched the award-winning, Intel-based Bbox Sensation to help revolutionize their customer's TV viewing experience in the home," said Alan Crouch, Intel vice president and general manager, PCCG Service Provider Division. "We are excited to expand that successful collaboration to bring great TV experiences to other Intel devices wherever their customers may take them."

About Bouygues Telecom

As a full-service electronic communications operator (Mobile, Fixed, TV and Internet), Bouygues Telecom stands out for its innovative products and services and award-winning customer relations serving its 11 million mobile (including Simyo and Darty Telecom) and 1.8 million fixed broadband customers (including Darty Telecom), which include more than 1.5 million professional and corporate clients. After inventing the mobile talk-plan concept in France in 1996, Bouygues Telecom has always been a pioneer in innovation: it introduced the first unlimited call plans with Millennium (1999) and Neo (2006); in 2007, it launched the first fixed-mobile convergence offer for corporate customers; in 2009, it invented the "all-in-one" solution with ideo, the first quadruple play offer in the market; and, as early as July 2011, it invented mobile telephony 2.0 with B&YOU, the first SIM-only offer available exclusively on the Web. In June 2012, Bouygues Telecom launched Bbox Sensation, its new range of routers packed with the most innovative technologies on the market that will transform the digital home experience. Its mobile network covers 99 percent of the French population with 2G, 95 percent with 3G+ up to 7,2 Mbit/s and 55 percent with H+ up to 42 Mbit/s. Each day, the company's 9,800 employees develop solutions aligned with changing customer needs. Two-thousand customer relations advisers, a distribution network of 650 Clubs Bouygues Telecom stores -- with their 2,500 sales advisers -- and its websites combine to ensure optimum customer service on a daily basis. More information is available at www.bouyquestelecom.fr

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 and blogs.intel.com.

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