

Intel Corporation
2200 Mission College Blvd.
P.O. Box 58119
Santa Clara, CA 95052-8119



Media Alert

INTEL IGNITES ORANGE COUNTY CHOPPERS ISLAND IN SECOND LIFE

WHAT: Intel Corporation today commemorates 30 years of delivering products and technologies to the embedded computing market by unveiling the “Intel Ignites Orange County Choppers” island in the virtual universe of Second Life.

The island features the stars of the TLC television show “American Chopper” and a custom-designed, Intel-themed chopper. Second Life users are able to assemble and customize their own bike, ride around Second Life and meet with the Teutuls avatars.

The motorcycle will simultaneously be unveiled during the Intel industry address at the Embedded Systems Conference in San Jose.

WHEN: Tuesday, April 3, 2007
3:30 p.m. PDT

WHO: Doug Davis, vice president and general manager, Embedded and Communications Group, Intel Corporation
Paul Teutul Sr., Orange County Choppers
Paul Teutul Jr., Orange County Choppers
Mikey Teutul, Orange County Choppers

WHERE: “Intel Ignites OCC” Island, Second Life
Second Life URL:
<http://slurl.com/secondlife/Intel/119/64/24/?title=Intel%20Ignites%20OCC>

CONTACT:	Jessica Kositz Burson-Marsteller 415-591-4038 jessica.kositz@bm.com	Kari Aakre Intel Corporation 503-264-1607 kari.e.aakre@intel.com
-----------------	---	---

-- 30 --

* Other names and brands may be claimed as the property of others. Intel, the Intel logo, and Intel Core are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.