

---

Intel (China) Ltd.  
6<sup>th</sup>Floor, North Office Tower, #06-01 Beijing Kerry Centre  
1, Guang Hua Road, Chao Yang District,  
Beijing, 100020 PRC.

Tel: (8610) 85298800  
Fax: (8610) 85298801



## Press Release

### **Creating Ideal Workplace, Exerting Employees' Potential of Innovation**

*--Intel China was named in the top 50 work places in 2008--*

December 1, 2008, Beijing—At the 2008 Annual Meeting on Enterprise Competitiveness, Intel China Ltd. was honored as one of the top 50 work places for its vital work environment and competitive welfare treatment. The company also won the Best Campus Practice Award by virtue of its outstanding contribution in campus activities.

Co-organized by *Staffers* and Mercer, the evaluation of the 2008 Top 50 Work Places, uses graduating students and new comers as the main survey objects, and refers to the comments of industrial experts. In the overall assessment, Intel won high praise in terms of leadership, career development, teamwork, environment, and welfare treatment.

“Intel has long been committed to creating an ideal workplace for employees to exert their creativity and capability, thus realizing the sustainable innovation and development of the enterprise” Intel China’s Executive Director Ge Jun said, after receiving the award.

As one of the six core values of Intel, “Ideal workplace” includes; open and sincere communication, the consistency and justice of performance management, salary and recognition mechanism, mutual trust and respect, and community responsibility. These elements have been recognized and accepted by Intel employees, and help promote the collaboration of Intel’s diverse workforce.

To create an ideal workplace, Intel established a perfect and competitive employee salary and welfare system, and designed many long-term, attractive award programs for excellent talent. An innovative staff brings corporate innovation, so Intel encourages its employees to study and innovate, while offering a full-fledged talent training system. The company established the “Intel College”, an online study system that has more than 7,000 courses covering technology, management, laws, etc., and provided nearly 2,000 lessons. Intel stimulates its employees to attempt novel things and even new positions, according to their interests, so as to keep their passion for work. Besides, it also set up a special fund to support employees’ further education or post shifting in other countries or regions.

---

The Best Campus Practice Award demonstrates Intel's long-term efforts to collaborate with national colleges and universities to renovate the university curricula, advance scientific research, encourage students to pursue higher academic achievements, foster entrepreneurial spirit, and promote the development of local innovation teams. Meanwhile, Intel Campus Project works with famous universities in various forms to provide counseling of early career planning, help students develop career consciousness, and give them opportunities to practice, training and employment, thus promoting technological innovation, cultivating elites, and propelling the development of global knowledge economy.

+++

### **About Intel**

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](http://www.intel.com/pressroom) and <http://blogs.intel.com/china>.

### **Inquiries:**

Intel China Ltd.  
Joe Cheng, Public Relations Department  
Tel: 8610-95298800 ext. 1406  
Email: [joe.chen@intel.com](mailto:joe.chen@intel.com)

Ogilvy Public Relations Worldwide  
Amy Cheung  
Tel: 8610-85206145  
Email: [amy.cheung@ogilvy.com](mailto:amy.cheung@ogilvy.com)