

## **MEDIA ADVISORY**

### **Intel Corporation [INTC] to Ring the NASDAQ Stock Market Opening Bell to Launch "Sponsors of Tomorrow"**

#### ***Actually, Bell to be Replaced by the Intel Bong: A first for NASDAQ***

**What:**

Intel Corporation [INTC] will visit the NASDAQ MarketSite in New York City's Times Square.

In honor of the occasion, Heather Dixon, Consumer Marketing Manager of Intel Corporation [INTC], and Intel engineers featured in some of the advertising will ring the Opening Bell to launch "Sponsors of Tomorrow," the new global campaign emphasizing Intel's future-focused brand. This is the first time that NASDAQ's traditional bell has been replaced by another sound, the familiar Intel bong.

"Ringing the bong" at NASDAQ is one example of many efforts from OMD, responsible for Intel's global media strategy, which has been focused on delivering innovative and breakthrough media.

"Sponsors of Tomorrow" will launch May 11 in the United States, Germany and the United Kingdom. Over the next month the campaign will expand to more than two dozen countries with Brazil and Japan rounding out the planned markets in the third quarter. The ambitious campaign conveys the message that gigantic advances of the digital age have been made possible by silicon – the key ingredient in microprocessors – and the vast majority of this silicon has come from Intel.

**Where:**

NASDAQ MarketSite – 4 Times Square – 43<sup>rd</sup> & Broadway – Broadcast Studio

**When:**

Monday, May 11, 2009 - 9:15 a.m. to 9:30 a.m. ET

**Contacts:**

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**Feed Information:**

The Opening Bell is available from 9:20 a.m. to 9:35 a.m. on Galaxy 19 C/15, downlink frequency 4000 vertical. The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Robert Madden at (646) 441-5045.

**Radio Feed:**

An audio transmission of the Opening Bell is also available from 9:20 a.m. to 9:35 a.m. on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

**Webcast:**

A live webcast of the NASDAQ Opening Bell will be available at:  
[http://www.nasdaq.com/reference/marketsite\\_about.stm](http://www.nasdaq.com/reference/marketsite_about.stm).

**Photos:**

To obtain a hi-resolution photograph of the Market Open, please go to  
[http://www.nasdaq.com/reference/marketsite\\_events.stm](http://www.nasdaq.com/reference/marketsite_events.stm) and click on the market open of your choice.

**About Intel Corporation [INTL]:**

Intel, the world's 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 [blogs.intel.com](http://blogs.intel.com).

**About NASDAQ OMX:**

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with over 3,800 listed companies. NASDAQ OMX Group offers multiple capital raising solutions to companies around the globe, including its U.S. listings market; NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North; and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX Group technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX Group exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>.

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