

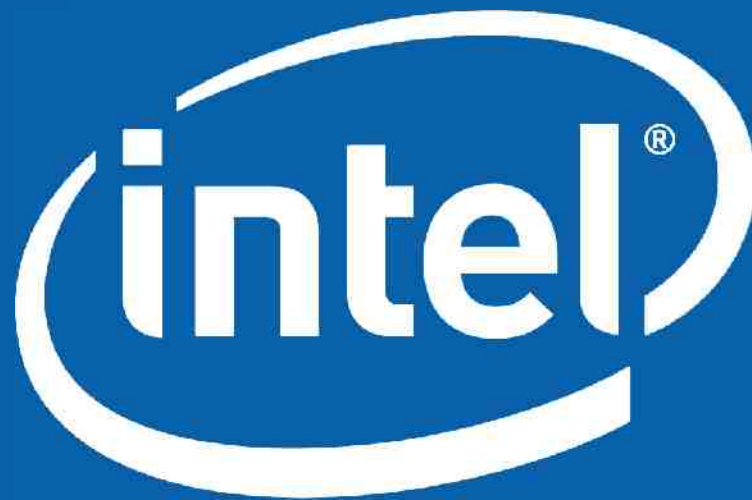
Powerhouse Microprocessing

Intel Corporation is the **World's Largest Semiconductor Company** and the inventor of the x86 series of **microprocessors**, the processors found in most personal computers. In fact, over 80% of the personal computers in use around the world today are based on Intel. Founded on July 18, 1968 as Integrated Electronics Corporation the company is based in Santa Clara, California, USA. Intel also makes motherboard chipsets, network cards and ICs, flash memory, graphic chips, embedded processors, and other devices related to communications and computing.

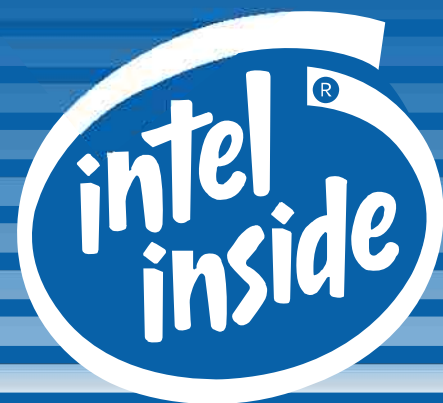
Originally known primarily to engineers and technologists, Intel's successful "Intel Inside" advertising campaign of the 1990s made it and its Pentium processor household names. Intel was an early developer of SRAM and DRAM memory chips, and this represented the majority of its business until the early 1980s.

Founded by semiconductor pioneers Robert Noyce and Gordon Moore, and widely associated with the executive leadership and vision of Andrew Grove, Intel combines advanced chip design capability with a leading-edge manufacturing capability.





Founded in 1968





Paul S. Otellini Intel's current Chief Executive Officer. He is also on the Board of Directors of Google Inc.

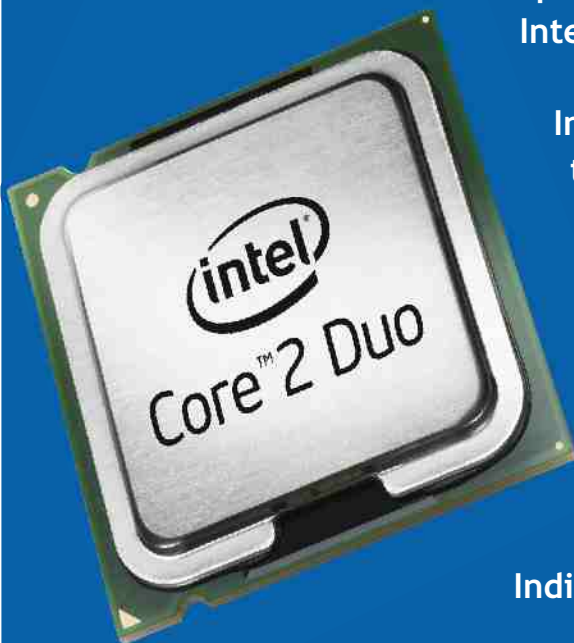
Origin of the name

At its founding, Gordon Moore and Robert Noyce wanted to name their new company "Moore Noyce". The name, however, sounded remarkably similar to "more noise" — an ill-suited name for an electronics company, since noise is typically associated with bad interference. They then used the name NM Electronics for almost a year, before deciding to call their company **INTE**grated **EL**ectronics or "Intel" for short.

Merit Matters

Intel's culture is not as relaxed and informal as companies such as Google or Sun Microsystems. It has a fairly strict meritocracy that rewards work generously and does not keep underperforming employees around for very long.

The firm promotes very heavily from within, most notably in its executive suite. The company has resisted the trend towards outsider CEOs. Paul Otellini was a 30-year veteran of the company when he assumed the role of CEO. All of his top lieutenants have risen through the ranks after many years with the firm. In many cases, Intel's top executives have spent their entire working careers with Intel, a very rare occurrence in volatile Silicon Valley.



Intel has a mandatory retirement policy for its CEO when they reach age 65. No one has an office; everyone, even Otellini, sits in a cubicle. This is designed to promote egalitarianism among employees, but some new hires have difficulty adjusting to this change. Intel is not alone in this policy. Hewlett-Packard has a similar no-office policy, as does NVIDIA.

Outside of California, the company has facilities in China, Costa Rica, Malaysia, Mexico, Israel, Ireland, India, Philippines, Russia, and Vietnam internationally.

Awards and Recognitions

Intel employees have been recognized for a number of corporate initiatives and charitable endeavors. And while winning awards is certainly not the motivation behind these efforts, the recognition is always appreciated. The following is a listing of the recent awards Intel has received

- Company on 100 Best Corporate Citizens List**
 In February 2008, Intel was named the #1 company on CRO Magazine's 100 Best Corporate Citizens. Intel has been included in the top 20 companies in this list for the past 7 years and in 2007 Intel earned the top spot in the magazine's Top 10 Corporate Citizens by Industry List.
- Dow Jones Sustainability Index Technology Supersector Leader**
 Intel was included in the index for the tenth consecutive year (since the list's inception) and was named Supersector Leader for Technology for the eighth consecutive year. Intel was the only U.S. company to be named a Supersector Leader.
- 100 Most Sustainable Corporations in the World**
 In 2008, the company was named for the fourth year in a row to the list of the "100 Most Sustainable

Corporations in the World."

Intel and Google join hands for energy-efficient computing

Intel Corp. and Google Inc. recently announced an initiative to promote the development and adoption of more energy-efficient computers, components and power supplies under "Climate Savers Computing Initiative. Urs Hölzle, Google's senior vice president of operations informed that the Climate Savers Computing Initiative will set a new 90 percent efficiency target for power supplies, which if achieved, will reduce greenhouse gas emissions by 54 million tons per year.



Advertising and brand management

Intel has become one of the world's most recognizable computer brands following its long-running "Intel Inside" campaign. The campaign, which started in 1991, was created by Intel marketing manager Dennis Carter. The five-note jingle was introduced the following year and by its tenth anniversary was being heard in 130 countries around the world. Before its phase-out, the 'Intel Inside' logo was modified to resemble the original Intel logo by lowering the Intel 'e' and changing the typeface.

