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INTEL CELEBRATES SUCCESSFUL SERVER UPDATE INITIATIVES AT THE CERN'S GLOBE FOR SCIENCE AND INNOVATION

Geneva, November 4, 2009 – Intel Corporation is today hosting an event at CERN's Globe for Science and Innovation to celebrate how businesses across all sectors are growing and seeing rapid return on investment (ROI) as a result of investments in Intel® Xeon® 5500-based server technology.

Senior representatives from Intel Corporation, CERN, BMW Group and Perkin Elmer Cellular Technologies will demonstrate how investment in technologies that enhance business intelligence can have striking results on the effectiveness of the organisation as a whole. Intel vice president for EMEA, Christian Morales, will examine how in the current financial climate, many business managers will seek to reduce expenditure by cutting back on IT budget. However, forward-thinking companies such as those at today's event have proven that this is a false economy.

Whether discussing safety and aerodynamic performance in world class motorsports, or complex cellular modelling for pharmaceutical testing, both BMW Group and Perkin Elmer Cellular Technologies will illustrate that investing strategically in more efficient hardware can be the better long-term option. Advanced processor technology can deliver improved capacity to generate revenue thanks to vastly superior IT performance, or by significantly reducing operational costs allowing accentuation of profit.

Guests will be provided with the rare opportunity to enjoy an exclusive tour around the CERN research facility. They will hear from Sergio Bertolucci, CERN's Director of Research and Scientific Computing, about the exciting

advances that are being made in understanding what the Universe is made of and how it works. CERN is constantly striving to optimise its IT operations and to minimise energy consumption. Sverre Jarp, CTO for CERN openlab, will reflect on CERN's own tests using the Intel Xeon processor 5500 series, which revealed notable performance increases whilst delivering a significant improvement in energy efficiency over the previous generation for the environment.

In addition to the examples presented at today's event, Intel is helping IT managers to understand the ROI they can expect when undertaking server refresh projects. Intel's Server Refresh ROI Calculator[1] is designed to simulate a specific IT environment, enabling IT decision makers to confidently quantify the benefits of any investment, for both the IT department and the business. The calculator can help CTOs justify their position when they approach the board with a hardware refresh proposal – revealing both the economic and environmental benefits the organisation can expect. For example, the calculator shows that if the UK, Germany and France replaced all four-year-old servers with more power-efficient models they would be able to save almost 2.5 billion kilograms of CO_2 - the amount emitted annually by 415,996 cars.

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[1] http://www.intel.com/go/xeonestimator/