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News Release

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INTEL CORPORATION GRANTS COMPUTER CLUBHOUSE TO SORENSON COMMUNITY CENTER

Adobe, Hewlett-Packard and Americorps Join in Collaborative Program Addressing Digital Divide in Glendale Community

SALT LAKE CITY, Mar 29, 2002 -- Intel Corporation with support from Adobe Systems Incorporated, and Hewlett-Packard today opened an Intel Computer Clubhouse at the Sorenson Multi-Cultural Center. The Intel Computer Clubhouse Network is a project of Boston's Museum of Science in collaboration with the MIT Media Laboratory.

The Intel Computer Clubhouse is an after-school program, where youth ages 8 to 18 have access to high-tech equipment and mentoring in order to develop skills that open up opportunities, encourage self-confidence and foster creativity. Youth who visit the Computer Clubhouse learn by doing. They create digital artwork, produce their own music CDs, videos, write and edit their own short movies, and design Web sites.

“Adobe is pleased to have the opportunity to collaborate with Intel and other Clubhouse sponsors to provide access to tools and technology needed to prepare underserved youth for their futures,” said Lesley Santos Dierks, Adobe Systems, community relations programs manager.

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“Our support for this program represents our largest grant ever and we’re excited about the powerful impact it has already had on the participating communities.”

Adobe Systems Incorporated is the largest software donor to the Intel Computer Clubhouse Network, providing web, print, and video publishing applications valued at more than \$5.9 million to clubhouses worldwide.

“The Intel Computer Clubhouse fills a void,” said U.S. Senator Robert F. Bennett. “It’s another piece of the puzzle about how you empower youth to craft their own futures.”

“The Intel Computer Clubhouse provides a dynamic learning environment where youth can use technology creatively to produce animation, video and photography, and become creators and inventors of compelling content instead of just passive consumers of entertainment,” said Eugenia Echols Intel public affairs manager.

The Computer Clubhouse at the Sorenson Multi-Cultural Center is part of the global Intel Computer Clubhouse Network that consists of more than 50 other Computer Clubhouses, around the world and in the U.S. including: New Delhi, India; East St. Louis, Illinois; Brooklyn, New York; and East Palo Alto, California.

“The youth in the Intel Computer Clubhouses have been thrilled to be able to use some of the most popular software available,” said Carlene Ellis, Intel vice-president and director of education. “Clubhouse youth get excited when they get their hands on professional software like Adobe Photoshop and Illustrator. It allows them to be creative while expanding their technical abilities. Adobe’s generous software contribution has helped to inspire Clubhouse members to express themselves, explore their world, and gain valuable skills for tomorrow’s workplace.”

An evaluation panel of Intel employees, community representatives and educators selected the Sorenson Multi-Cultural Center to host the Intel Computer Clubhouse because of the strategic direction, commitment to technology learning and support of underserved youth shared by both organizations.

“If the Intel Computer Clubhouse didn’t exist, we would have to invent it because we had already gone down the road of initiative based training with our existing programs,” said Sean Martin, manager of the Sorenson Computer Center. “The Computer Clubhouse, with its innovative approach, helps the kids feel at home with computers and high-end creative software, we truly have community environment – the kids are really having fun while learning.”

Sorenson Multi-Cultural Center

The Sorenson Multi-Cultural Center is a neighborhood community center operated under the Division of Public Services of Salt Lake City Corporation. The Center provides a safe and creative environment where people may play, study perform, and explore in an environment of mutual respect. Together with local schools and families, the Center provides alternative, safe activities for youth ages 6-18. The programs are designed to increase self-esteem, expand cognitive abilities and enhance creativity. For additional information go to:

www.slcgov.com/publicservices/sorenson/computerclubhouse

Background

The Intel Computer Clubhouse Network is based on the Computer Clubhouse learning model created by the Museum of Science, Boston and the MIT Media Laboratory in 1993. Intel has committed \$32 million to open 100 Intel Computer Clubhouses by 2005. For example, a team of Intel professionals will install the technology and networking capability to link Clubhouse youth around the world and provide technical training to Clubhouse staff and members. The Museum of Science and MIT Media Lab will maintain and build capacity for the entire Network.

First-year cost for each Clubhouse is approximately \$200,000. In addition to the support described above provided by Adobe, additional support comes from:

- Macromedia has donated \$2.8 million worth of software, including Director Shockwave Studio and Dreamweaver Fireworks Studio.
- Hewlett-Packard Company contributed \$1 million this year to support the Intel Computer Clubhouse Network for PCs, printers, scanners and digital cameras.
- Autodesk Inc. has contributed \$500,000 worth of the award-winning design programs, 3-D Studio Max and Character Studio, used for 3-D modeling and character animation.

In addition to these high-tech leaders, other organizations lending support to the Clubhouse initiative include:

- The Academy of Television Arts and Sciences (ATAS) has agreed to provide mentors from its ranks of entertainment executives and artists, and to support internships in the telecommunications industry.

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- The LEGO® Company will supply MINDSTORMS™ kits to all 100 Clubhouses, enabling youth to build robots and other interactive constructions.
- Haworth, Inc., a partial sponsor, will provide discounted furnishings to the Clubhouses.
- Additional regional sponsor - Bill & Melinda Gates Foundation

Intel® Innovation in Education

The Intel Computer Clubhouse Network is a key component of the Intel Innovation in Education initiative, a global, multimillion-dollar effort to help realize the possibilities of science and technology in education. Intel develops and supports education programs like the Intel International Science and Engineering Fair, Intel® Teach to the Future and the Intel Science Talent Search. These programs help meet the needs of students and communities worldwide through improving science, math, engineering and technology education; enhancing education through the effective use of technology in classrooms; and broadening access to technology and technical careers. For more information, please visit www.intel.com/education.

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