

**Intel, the Levi's® Team with Museum of Contemporary Art,
Los Angeles and Leading Creative Pioneers to
Support Creative Learning**

Actor Gael García Bernal, visual artists Xu Bing and Mariko Mori, and musician Santigold Help Expand Intel's Ultrabook™ Experience

LOS ANGELES, Oct. 31, 2012 – Intel Corporation, the Levi's® brand and MOCA are collaborating with four leaders in various creative fields: actor **Gael García Bernal**, artist **Xu Bing**, artist **Mariko Mori** and musician **Santigold** – to design limited edition Levi's® T-shirts to be sold globally at select Levi's® retail stores and Levi.com.

The foursome shares the dedication of Intel, the Levi's® brand and MOCA to encourage self-expression through creativity and commitment by way of creative learning programs. This diverse group of artists created original artwork inspired by MOCA's educational mission: to bring contemporary art education to schools, families and young people worldwide. The resulting designs are as varied as the collaborators themselves – humorous, political, personal and spiritual.

“Friends of MOCA” is part of the Ultrabook Experience, an initiative from Intel that features collaborations among innovative brands, emerging and established artists, designers and entertainers all using the Intel-inspired Ultrabook device to do extraordinary things. The Ultrabook Experience has unveiled grand-scale projects with innovators in travel, film, fashion and design. “Friends of MOCA” aims to create a digitally connected learning environment powered by Intel-inspired Ultrabook™ devices, visual arts and design technology, as well as workshops and online skill-sharing videos to serve as resources for young people around the world.

“This partnership blends Intel's commitment to empowering people to use technology to do extraordinary things with the Levi's® brand's commitment to empowering youth to make a positive difference in the world,” said Len Peltier, global vice president and creative director for the Levi's® brand.

“MOCA is excited to partner with Intel and the Levi's® brand, and to collaborate with friends Gael García Bernal, Xu Bing, Mariko Mori and Santigold to bring together technology, fashion and art in support of creative learning,” said MOCA Director Jeffrey Deitch.

“Combining art and design with Intel's innovative technology opens up new horizons and unbounded levels of creativity and exploration,” said Johan Jervoe, Intel vice president of Partner Marketing. “Through the “Friends of MOCA” Ultrabook Experience program, Intel aims to arm youth – the leaders of tomorrow –

with connected, borderless technology that inspires them to redesign the future today.”

This is the second collaboration between Intel and the Levi’s® brand as part of The Ultrabook Experience. The first, titled “Friends of Vik Muniz for Spectaculu,” brought in renowned Brazilian-born filmmaker and artist Vik Muniz and his friends to design limited edition graphic T-shirts with proceeds benefiting Spectaculu, an afterschool program based in Rio de Janeiro that offers art and technology training and professional development.

“Friends of MOCA” apparel will be available starting Nov. 4 at www.levi.com and in Levi’s® retail stores throughout United States, Asia, Australia and Europe, and in MOCA’s museum stores with proceeds enabling Levi’s® and Intel to support MOCA’s groundbreaking educational programs. Levi’s® retail displays will also feature Ultrabooks with an interactive “Friends of MOCA” app. Learn more at www.levi.com/friendsof, www.intel.com/friendsof and www.intel.com/ultrabookexperience.

About the Intel-inspired Ultrabook

Intel, the maker of the PC’s brain, has fueled the emergence of go-everywhere technology. Today’s Ultrabook devices are ideal for people who want to create, consume and share information safely with a mobile device that is sleek and stylish, wakes in a flash and paired with performance and long battery life. Later this year, Ultrabook devices will feature the addition of touch- and voice-based capabilities in traditional (clamshell) and new convertible designs.

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About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world’s computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

About MOCA

Founded in 1979, MOCA is the only museum in Los Angeles devoted exclusively to contemporary art. It is committed to the collection, presentation, and interpretation of work produced since 1940 in all media, and to preserving that work for future generations. In a remarkably short time, MOCA has developed one of the nation's most renowned permanent collections. Now numbering over 6,700 works and steadily growing, this invaluable cultural resource provides extensive opportunities for education and enjoyment to thousands of national and international visitors. Today the museum is housed in three unique facilities: MOCA Grand Avenue, The Geffen Contemporary at MOCA, and MOCA Pacific Design Center.

A pioneer in arts education, MOCA presents award-winning programming that benefits adults, families, students, and community members of all ages and

backgrounds. For three decades, the museum's professional educators have made MOCA's collection and exhibitions accessible to diverse audiences through a myriad of offerings that enable visitors to build relationships with works on view. These programs range from public tours, free Sunday workshops, art talks, courses, and teen internships to community collaborations, such as Contemporary Art Start (CAS)—a nationally recognized art education program that annually serves more than 170 teachers and 5,500 elementary, middle, and high school students in over 65 schools across the greater Los Angeles area, encouraging creativity and critical thinking through an interactive study of contemporary art.

About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become the most recognizable and imitated clothing in the world – capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit levi.com.

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