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NOTE TO EDITORS: MULTIMEDIA IS AVAILABLE AT THECREATORSPROJECT.COM/MEDIAROOM

THE CREATORS PROJECT INVADES PARIS; VICE AND INTEL'S GLOBAL CULTURE AND TECHNOLOGY INITIATIVE KICKS-OFF 2011 INTERNATIONAL EVENT SERIES

Thousands attend 3-day extravaganza at La Gaité Lyrique, featuring performances, artworks and screenings by Squarepusher, Yuksek, Glasser, Spike Jonze, Mick Rock, Barney Clay, Black Dice, Chilly Gonzales, Sosolimited, Electronic Shadow, Quayola, Ernesto Klar, Lumpens, and Trafik

Vice and Intel announce The Creators Project will dramatically expand in France this year, producing ongoing creative collaborations with artists and hosting culture events across the country

PARIS, FRANCE (June 9, 2011) - The Creators Project, a global cultural and technology initiative by Vice and Intel, invades Paris and hosts a three-day extravaganza featuring some of the world's leading and emerging artists, musicians, designers and filmmakers that are pushing the boundaries of creative expression through technology.

The Creators Project kicks-off its international event series this year in Paris from June 9th to June 12th at La Gaité Lyrique where it will hold a series of multimedia installations, screenings, panel discussions and live musical performances. Thousands of attendees will fill the international cultural institution dedicated to digital arts and new music.

Vice and Intel also announced today that it will dramatically expand The Creators Project this year in France by launching France Plus, a program that features new multimedia collaborations and a series of art and music events across the country. The first France Plus event will be a partnership between The Creators Project and We Love on June 21st 2011 and features a performance by Richie Hawtin at Grand Palais. Additional events will include creative partnerships with Cannes/Arte, Name, Scopitone, Marsatac, and Paris Fashion Week. Finally, starting June 22nd, 2011 The Creators Project will host cultural events at FNAC stores throughout France including live music by DJs Birdy Nam Nam.

The Creators Project launched in 2010 to empower the next generation of innovators that are pushing the boundaries of creative expression through technology. In 2011 it unveiled The Studio, a multimillion-dollar global studio that produces and distributes works from artists representing a cross-section of creative disciplines. In Paris, The Studio released new collaborations by Mick Rock, Barney Clay and David Bowie, and Black Dice and Animal Collective.

The Creators Project travels to Paris after partnering with Nuits Sonores in Lyon where it added a dramatic visual art experience to the music festival. Earlier this year, The Creators Project radically reinvented Coachella Valley Music and Arts Festival where it was the festival's first-ever creative partner, constructing multimedia art installations on the grounds and redesigning the festival's Main Stage and Sahara Dance Tent.

Attached is the list of music performances, art installations, screenings and panels featured at The Creators Project in Paris.

About The Creators Project

Launched in 2010, The Creators Project is an ongoing global initiative dedicated to supporting artists in realizing their creative visions through technology. The project includes an online community, a content creation studio, and a global event series. In just one year, The Creators Project has become a cultural phenomenon. Tens of thousands of guests have attended the events, and its website has attracted more than 14MM unique visitors and its video content has been viewed 70MM times.

The project unites a vast collection of artists, designers, musicians, and filmmakers who are using technology to push the bounds of creative expression. To date, there are more than 100 Creators involved, hailing mostly from seven countries (United States, United Kingdom, Germany, France, Brazil, South Korea and China) along with other artists from around the world.

About VICE

VICE was launched in 1994 as a small print zine in Montreal and has since grown into a global media company. Since day one, technology has driven VICE forward, turning ideas into reality. Innovations in desktop publishing made VICE Magazine possible and, more recently low cost digital filmmaking and distribution democratized the worlds of TV and film bringing about VBS.TV. As technology continues to improve, it remains VICE's goal to give artists a platform to be presented and discussed.

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 www.intel.com/pressroom and blogs.intel.com.