Top Executives From Microsoft and Intel to Keynote at the 2010 International CES

Microsoft's Steve Ballmer and Intel's Paul Otellini to Keynote World's Largest Consumer Technology Tradeshow

The Consumer Electronics Association (CEA) announced that the top executives at Microsoft and Intel will deliver keynote addresses at the 2010 International CES®. The world's largest consumer technology tradeshow is scheduled for January 7-10, 2010, in Las Vegas, Nevada.

“This year's CES is more important for the technology industry than ever. These two business leaders will provide actionable direction on what it takes to succeed in the global marketplace,” said Gary Shapiro, president and CEO, CEA. “CES is the must-attend event where business gets done and where the Microsoft and Intel chiefs will share with CES attendees a strategic vision for business success.”

Steve Ballmer will kick off the 2010 International CES keynote lineup at 6:30 p.m. on Wednesday, January 6, in the Hilton Center. Ballmer joined Microsoft in 1980 after being the first business manager hired by Bill Gates and was named chief executive officer in 2000. With Microsoft's goal of delivering an integrated platform to enable a seamless experience for consumers across PCs, devices and services, Ballmer is focused on continuing Microsoft's leadership across the company's seven businesses. He is known for his strong passion for the technology industry and

energetic leadership style.

Paul Otellini is president and chief executive officer of Intel Corporation and will speak at 4:30 p.m. on Thursday, January 7, in the Hilton Center. He became the company's fifth CEO in 2005, succeeding Craig R. Barrett. Otellini previously had served as Intel's president and chief operating officer, positions he held since 2002, the same year he was elected to Intel's board of directors. Since joining Intel in 1974, Otellini has managed several Intel businesses, including the company's PC and server microprocessor division and the global sales and marketing organization. Under Otellini's guidance, Intel has been accelerating the PC globally by delivering innovative, energy-efficient products. Otellini is now focused on continuing Intel growth by extending Intel Architecture into adjacent market segments of embedded, handhelds and consumer electronics and to continue building new businesses by tackling big problems.

Information on other 2010 International CES keynotes will be released in the next few months.

For more information and to register for the 2010 International CES, please visit www.CESweb.org [1].

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