## UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13G (Rule 13d-102)

INFORMATION STATEMENT PURSUANT TO RULES 13d-1 AND 13d-2 UNDER THE SECURITIES EXCHANGE ACT OF 1934

ETOYS INC.
(Name of Issuer)
Common Stock (\$.0001 par value)
(Title of Class of Securities)
297862104
(CUSIP Number)

December 31, 1999

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

X Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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- 1. NAME OF REPORTING PERSON: INTEL CORPORATION
  S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON: 941672743
- 2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)[ ] (b)[ ]

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION: DELAWARE

5. SOLE VOTING POWER

NUMBER OF 8,109,502
SHARES 6. SHARED VOTING POWER

BENEFICIALLY 0

OWNED BY EACH 7. SOLE DISPOSITIVE POWER

REPORTING 8,109,502

PERSON WITH 8. SHARED DISPOSITIVE POWER

Ω

 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON: 8,109,502

[ ]

- 10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*
- 11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 6.8%

12. TYPE OF REPORTING PERSON \*SEE INSTRUCTIONS BEFORE FILLING OUT! CUSIP No. 297862104

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Item 1. (a) Name of Issuer: ETOYS INC.

Address of Issuer's Principal Executive Offices: (b) 3100 Ocean Park Blvd., Suite 300 Santa Monica, California 90405

(a) Name of Person Filing: Intel Corporation Item 2.

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- Address of Principal Business Office or, if (b) None, Residence: 2200 Mission College Blvd. Santa Clara, California 95052
  - Citizenship: Delaware (c)
  - Title of Class of Securities: Common Stock (d) (\$.0001 par value)
  - CUSIP Number: 297862104 (e)

## Item 3. Inapplicable

## Item 4. Ownership

- Amount beneficially owned: 8,109,502
- Percent of class: 6.8%
- (c) Number of shares as to which such person has:
  - Sole power to vote or to direct to the vote: 8,109,502
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition of: 8,109,502
  - Shared power to dispose or to direct the disposition of: 0
- Item 5. Inapplicable
- Item 6. Inapplicable
- Inapplicable Item 7.
- Item 8. Inapplicable
- Item 9. Inapplicable
- Item 10. Inapplicable

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## SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

> January 24, 2000 \_\_\_\_\_ Date

> > /s/F. Thomas Dunlap, Jr.

Signature

F. Thomas Dunlap, Jr. Vice President, General Counsel and Secretary \_\_\_\_\_

Name/Title