Software product line development raise the level of software development by developing multiple software products in a single/unified design. This talk will introduce a new approach – intensional approach to software product line development. In the talk, we first introduce intensionality in software concepts and intensional programming. We then introduce Context-Oriented Programming (COP) that is based on intensional programming and applications of COP to software product line development. Through examples, we will describe how COP supports both inheritance based and feature modeling based product line programming.