

Kulicke & Soffa Industries, Inc.

Kulicke & Soffa Launches Chinese-language Website

SINGAPORE--(BUSINESS WIRE)-- Kulicke & Soffa is pleased to announce the launch of their Chinese-language Website. Based on the www.kns.com website, the Chinese version, available by drop down menu on our website, is designed to provide easy access of information to the company's existing and potential customers in a user-friendly and interactive way.

The website provides a broad range of Technology, Packaging and Productivity Solutions along with Product information. These help customers to find the most suitable solutions to achieve production efficiency.

"K&S has a strong presence in Chinese language speaking countries, so it was the next logical step to provide customers in that region with up-to-date product information and news in their native language," said Tong Liang Cheam, Vice President of Strategic Marketing and Business Development.

The new Chinese-language website will be available starting March 19, 2013, the opening day of SEMICON China, to customers around the world. K&S also plans to provide other language capabilities to their website, with Japanese being the next language launched on the website.

About Kulicke & Soffa

Kulicke & Soffa (NASDAQ: KLIC) is a global leader in the design and manufacture of semiconductor and LED assembly equipment. As a pioneer in this industry, K&S has provided customers with market leading packaging solutions for decades. In recent years, K&S has expanded its product offerings through strategic acquisitions, adding wedge bonding and a broader range of expendable tools to its core ball bonding products. Combined with its extensive expertise in process technology, K&S is well positioned to help customers meet the challenges of assembling the next-generation semiconductor and LED devices. (www.kns.com)

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Sheila Frese

Public Relations

P: +1-949-660-0440

F: +1-949-660-0444

sfrese@kns.com

or

Joseph Elgindy

Investor Relations & Strategic Planning

P: +1-215-784-7518

F: +1-215-784-6180

jelgindy@kns.com

or

Global IR Partners

David Pasquale

P: +1-914-337-8801

klic@globalirpartners.com

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