

Kulicke & Soffa Launches K&S Care: A Professional Service Designed to Help Customers Operate their Machines at an Optimum Level

SINGAPORE--(BUSINESS WIRE)-- Kulicke & Soffa Industries, Inc. (NASDAQ: KLIC) ("K&S") today announced the launch of its professional service, "K&S Care," designed to help customers operate their machines at an optimum level under the care of K&S trained specialists.

Under K&S Care, customer machines are serviced by K&S trained engineers and technicians with the backing of the K&S engineering team who designed and developed the machines. They can leverage the knowledge gained from the K&S worldwide installed base to help optimize machine productivity and reduce cost. The service will be carried out using only K&S recommended tools and K&S parts to ensure long term machine reliability.

K&S Care has 3 different programs, offering different levels of service depending on customer needs: Basic, Professional, and Comprehensive.

K&S Care - Basic offers customers on-site scheduled preventive maintenance done by K&S trained engineers and technicians who will perform the regular maintenance based on customer usage patterns and factory recommendations. K&S Care - Basic covers all monthly, quarterly, and yearly preventive maintenance and labor for that maintenance.

K&S Care - Professional offers customers a way to control operation costs and minimize unscheduled downtime. Customer machines are serviced by K&S trained and certified engineers using only K&S spare parts. K&S Care - Professional provides an extended warranty after the standard warranty has expired. It covers maintenance labor and spares. K&S Professional customers have priority in part availability with a 2-day turnaround for machine down situations.

K&S Care - Comprehensive is a combination of both the Basic and Professional programs and is designed to provide customers a total solution in optimizing machine performance.

Nelson Wong, Vice President — Wire Bonding Solutions Business Unit, said: "K&S Care aims to provide customers peace of mind while reducing their total cost of ownership and ensuring continuous peak performance of all their K&S machines."

K&S Care helps customers reduce administrative costs and assists in operational efficiency. Customers no longer need to worry about expertise and resources for machine maintenance. Customers will now be able to focus on core competencies and channel their energy into running a more successful operation and production.

K&S Care will debut at the Semicon China show at the Shanghai New International Expo Centre from March 19-21, 2013.

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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