

Kulicke & Soffa Launches New Japanese Language Website

SINGAPORE--(BUSINESS WIRE)-- Kulicke & Soffa Industries, Inc. (NASDAQ: KLIC) ("K&S") today announced the launch of their new Japanese language website. The Japanese website is designed to provide clear access to product and company information, for existing and prospective customers, who prefer the Japanese language. This version is available by drop-down menu on the www.kns.com website, or directly at <http://www.kns.com/ja-jp/Pages/Home.aspx>. The website will help Japan-based customers find the most suitable solutions to achieve their production efficiency.

"In an effort to support our strong presence in Japan, the Japanese language website provides customers in that region a user-friendly and interactive platform to find our latest product information and news in their native language," said Yih-Neng Lee, Senior Vice President of Global Sales and Services.

The new Japanese-language website is available immediately.

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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