

Kulicke & Soffa Industries, Inc.

Kulicke & Soffa Launches IConnPS PLUSTM and IConnPS PLUSTM LA

SINGAPORE--(BUSINESS WIRE)-- Kulicke and Soffa Industries, Inc. (NASDAQ: KLIC) ("Kulicke & Soffa", "K&S" or the "Company") today announced the launch of the IConnPS^{PLUSTM} and IConnPS^{PLUSTM} LA, the Company's latest leading edge fully automatic wire bonding equipment offering.

With upgraded and enhanced subsystems, the IConnPS^{PLUSTM} machines are engineered to deliver all the capability needed for wire bonding today PLUS tomorrow. The bonders were designed with new capabilities and enhanced features focusing on five key areas: process robustness, production portability, ease of use, strong hardware performance, and upgradeability. The IConnPS^{PLUSTM} LA is the large area version which extends the bondable area to 87mm.

Nelson Wong, Vice President, Wire Bonding Solution Business Unit, said, "The five key areas that the IConnPS^{PLUSTM} focuses on have made significant hardware improvements that sync well with advanced features to enhance user experience and deliver productivity improvements. The IConnPS^{PLUSTM} extends the Company's position as the market leading provider of wire bonding solutions."

The IConnPS^{PLUSTM} and IConnPS^{PLUSTM} LA will debut at the SEMICON China show at the Shanghai New International Expo Centre, Booth #3417, from March 18-20, 2014.

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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