



August 26, 2009

Kulicke & Soffa CEO Re-Establishes Rule 10b5-1 Stock Trading Plan

FORT WASHINGTON, Pa.--(BUSINESS WIRE)--Aug. 26, 2009-- **Kulicke & Soffa Industries, Inc. (NASDAQ:KLIC) (“K&S”)** today announced that C. Scott Kulicke, Chairman and Chief Executive Officer, has re-established a pre-arranged stock trading plan to sell K&S common stock over time as part of his personal long-term strategy for asset diversification. The stock trading plan was adopted in accordance with rule 10b5-1 of the Securities and Exchange Act of 1934, as amended.

Rule 10b5-1 permits corporate officers and directors to adopt written, pre-arranged stock trading plans when they do not possess material non-public information. Using these plans, insiders can gradually diversify their investment portfolios, can spread stock trades out over an extended period of time to reduce any market impact and can avoid concerns about whether they had material, non-public information when they sold their stock.

Under his Rule 10b5-1 plan, Mr. Kulicke may sell up to 660,000 shares of K&S common stock over a one year period beginning in November 2009, subject to certain minimum price restrictions and other contingencies.

Transactions under this plan will be disclosed publicly through Form 144 and Form 4 filings as required by the SEC.

About Kulicke & Soffa

Kulicke & Soffa (NASDAQ:KLIC) is a global leader in the design and manufacture of semiconductor assembly equipment. As one of the pioneers of the 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 die bonding, 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 devices. (www.kns.com)

Source: Kulicke & Soffa Industries, Inc.

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