



**FOR IMMEDIATE RELEASE**

## **Kenneth Salky Named VP Sales at Kionix**

**Ithaca, New York – Tuesday, July 6, 2010** — Kionix, Inc., a global leader in the design and fabrication of high-performance, silicon-micromachined MEMS inertial sensors, announced today the appointment of Kenneth Salky as Vice President for Sales. Salky, who assumed the position on July 2<sup>nd</sup>, will manage all sales and business development activity, oversee an international team of sales directors, and drive the Company's strategic plan to achieve revenue goals. He succeeds Eric Eisenhut who is leaving the Company to pursue other entrepreneurial interests.

"Kenny's background is exactly what we need to move Kionix to the next level of global sales success," said Greg Galvin, President and CEO. "His consulting firm has been tremendously successful in assisting China-based, consumer electronics companies to develop within the United States. He will now use that expertise to drive Kionix sales to new heights in the world's expanding and emerging markets for MEMS inertial sensors."

"Eric has ably led Kionix to a market-leading position in the industry," said Salky. "I look forward to continuing that momentum as our market opportunities continue to grow in both size and breadth. It is a very exciting time to be in this industry as more and more markets discover the potential for embedding motion awareness."

Originally from St. Louis, Salky is President of KNS, LLC. Since the firm's founding in 2001, Salky has worked in depth with Shinco, a top consumer-electronics-products company based in China, to pilot the establishment of Shinco-branded products in the U.S. These products are distributed at prominent retailers such as Best Buy, Target, and Wal\*Mart under the *Initial Technologies* brand name. With Salky's direction, Shinco has developed OEM relationships with key U.S. retailers for the production of house brands, and the company's U.S. sales of branded and OEM products has grown over \$150 million annually.

Salky's substantial résumé includes serving as CEO of Koss Audio and Video Electronics, the North American subsidiary of Hong Kong-listed Orient Power Holdings Limited, where he successfully spearheaded the company's efforts to establish the brand in all major consumer electronics and mass-merchandise retailers in the U.S., delivering profitable growth. Additionally, Salky has worked with major entertainment studios where he facilitated licensing programs and developed content for interactive development.

## **About Kionix**

Kionix, Inc., located in Ithaca, New York, USA, is a wholly-owned subsidiary of ROHM Co., Ltd. of Japan. The Company pioneered high-aspect-ratio silicon micromachining based on research originally conducted at Cornell University and today enjoys a global reputation for MEMS product design, process engineering, and quality manufacturing. Consumer electronics leaders worldwide utilize Kionix's products, development tools, and application support to enable motion-based gaming, user-interface functionality in mobile handsets, personal navigation, and hard-disk-drive drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial, and health-care sectors. Kionix offers one of the industry's broadest families of MEMS devices that incorporate tri-axis accelerometers and gyroscopes along with the mixed-signal-interface integrated circuits that provide algorithm processing of sensor data. Kionix is ISO9001:2000 and TS16949 registered. For more information on Kionix visit <http://www.kionix.com>. For additional information on ROHM visit <http://www.rohm.com>.

## **Contact**

Kionix, Inc.  
36 Thornwood Drive  
Ithaca, New York 14850 USA  
(607) 257-1080  
[www.kionix.com](http://www.kionix.com)

Jeanette P. Shady  
Director, External Communications  
[jshady@kionix.com](mailto:jshady@kionix.com)

Edward Brachocki  
Director, Marketing  
[ebrachocki@kionix.com](mailto:ebrachocki@kionix.com)