



FOR IMMEDIATE RELEASE

Kionix Launches Product Catalog on GlobalSpec.com

Ithaca, New York — Monday February 1, 2010 — Kionix, Inc., a global leader in the design and fabrication of high-performance, silicon-micromachined MEMS inertial sensors, has announced the inclusion of its product catalog on GlobalSpec.com, resulting in additional exposure for its innovative product lines to engineers and technical buyers.

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. Visitors to GlobalSpec.com now have the ability to search Kionix's full line of inertial sensors in their catalog by applications and product specifications to include operating voltage, g-range, size, outputs such as I²C or SPI, and more.

"Kionix is a fast-growing global company. GlobalSpec's reach helps get our products in front of millions of engineers and buyers all over the world and helps us better address the needs of companies across many diverse industries," said Eric Eisenhut, Vice President, Sales and Marketing, for Kionix.

Each month, more than 4 million engineering, technical, and industrial professionals rely on GlobalSpec's exclusive and patented online search technology to easily locate products and services, learn about suppliers, and access comprehensive technical content. Kionix products and technology have become part of a network of more than 185 million parts in 2.3 million product families from more than 24,000 supplier catalogs.

GlobalSpec's searchable catalog program will feature Kionix's company and product details by specification plus link to their Web site, catalogs, and service offerings. Kionix receives real-time, downloadable lead reports, including full contact information on potential customers and intelligence on what products they were searching. The Company also gains a host of value-added options for increased brand exposure, including links to Web sites, company profiles, product announcements, service offerings, technical articles, and press releases. All of these features will help Kionix connect with its target market of customers and prospects that need inertial sensor products and services.

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 drop protection in mobile products. Kionix's MEMS products are further diversified into the automotive, industrial, and health care sectors. 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>.

About GlobalSpec, Inc.

GlobalSpec, Inc. is the leading specialized vertical search, information services, and e-publishing company serving the engineering, technical, and industrial communities. GlobalSpec users benefit from domain-expert search engines, a broad range of proprietary and aggregated Web-based content, and more than 60 e-newsletters—helping them search for and locate products and services, learn about suppliers, and access comprehensive technical content. SpecSearch®, GlobalSpec's trademarked search technology, allows users to search by specification more than 185 million parts in 2.3 million product families from more than 24,000 supplier catalogs. For suppliers, GlobalSpec offers highly filtered sales and marketing opportunities, product promotion, and brand advertising platforms, including the GlobalSpec Industrial Ad Network, and a wide range of e-media advertising and marketing solutions. *GlobalSpec, SpecSearch, The Engineering Search Engine, and The Engineering Web are registered trademarks of GlobalSpec, Inc.*

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