



**FOR IMMEDIATE RELEASE**

## **Kionix Named SONY Green Partner**

**Ithaca, New York – Monday, December 21, 2009** – Kionix, a leading supplier of silicon-micromachined MEMS inertial sensors to the global electronics industry, today announced its certification as a SONY Green Partner, a designation that distinguishes Kionix for its leadership and responsible citizenship relative to environmental policies and business practices.

SONY, the world's premier electronics company, has set industry-recognized high standards for best practices in design, marketing, manufacturing, and environmental procedures. As a SONY Green Partner supplier, Kionix has demonstrated its on-going compliance with these requirements for environmental sustainability.

According to Eric Eisenhut, Kionix's Vice President for Sales and Marketing, SONY Green Partner status will help Kionix grow its business relationship with SONY and SONY's subcontractors as well as broadly assist Kionix's growth as a vendor to the electronics industry.

Kionix's environmental policy makes environmental considerations a priority in all of its business planning and decision making. The policy assures compliance with both the spirit and intent of global laws and regulations, assesses the environmental impact of products, processes, and operations, focuses on pollution prevention and reduction of waste, and encourages suppliers, contractors, and vendors to act in accordance with its environmental standards.

### **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 technology for 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. The Company offers one of the industry's broadest families of MEMS inertial sensors including single-, dual-, and tri-axis accelerometers, gyroscopes, and unique combination sensors. 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>.

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