



FOR IMMEDIATE RELEASE

Kionix Names New Country Manager for Taiwan

Ithaca, New York, USA — Wednesday, August 18, 2010 — Kionix, Inc., a global leader in the design and fabrication of high-performance MEMS inertial sensors, announced today that Johnny Lee has been named Country Sales Manager for Taiwan. In this role, Lee is responsible for managing Kionix' existing customer and distributor relationships in Taiwan, driving new sales activities, and advancing major multi-national accounts in step with the Company's global sales and marketing organization.

A graduate of the De Lin Institute of Technology in Taiwan, Lee is an experienced professional with a well-established background in sales and marketing. Prior to joining Kionix, Lee was Product Manager and Sales Manager at Seraphim Engineering Co., Ltd Taipei. Other high-tech experience includes management positions at Minebea Co., Ltd. Taipei and Thunder Bird Consultant Metal in Canada.

"Taiwan is an important market for Kionix," said Kenny Salky, Vice President of Sales. "Johnny has broad-based experience in the Taiwan electronics industry and, in particular, with MEMS inertial sensors. This experience will be invaluable as we intensify our sales and marketing initiatives in Taiwan."

Kionix operates a global sales and technical support organization, augmented by highly-responsive and professional third-party representatives and distributors. This network underpins the Company's advancement of current customer relationships and drives its expansion into rapidly-growing MEMS inertial sensor markets.

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' 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' 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>.

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