

ROHM Co.,Ltd.

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ROHM Announces Acquisition of Kionix, Inc.

Kyoto, Japan – Tuesday, October 13, 2009 - Rohm Co., Ltd. (“Rohm”) and Kionix, Inc. (“Kionix”) of Ithaca, New York entered into a definitive agreement pursuant to which Rohm will acquire all of the outstanding shares of common stock of Kionix. The Boards of Directors of Rohm and Kionix and the shareholders of Kionix have approved this transaction. Upon completion of the acquisition, Kionix will become a wholly owned subsidiary of Rohm. Rohm plans to operate Kionix as a stand-alone business under the Kionix name and brand, in its current Ithaca, New York facility, with the full support and resources of the entire Rohm organization.

From its roots in Central New York, Kionix has grown to be a leading global supplier of micro-machined inertial sensors. Its core technology was developed at Cornell University and exclusively licensed to Kionix for commercialization in 1994 by the Cornell Research Foundation, now the Cornell Center for Technology Enterprise and Commercialization (CCTEC). From its first institutional round of financing and throughout critical junctures in the development of the Company, Kionix received leadership and support from another local company, Cayuga Venture Fund, along with additional investment capital from other institutional investors in both New York City and Upstate New York and other national investment organizations.

“Rohm is a world-leading semiconductor company with a distinguished history and an established, strong track record of operational and financial performance based on a number of successful product launches,” said Greg Galvin, Kionix President and CEO. “Both companies share a common vision, values and strategy, and the transaction should enable Kionix to enhance its product pipeline and enjoy sustainable growth well into the future. Our well-established management team is pleased to be a part of the integration and building of this very exciting business combination, a combination that we believe is not only in the best interest of our shareholders, but also delivers exciting opportunities to our talented employees and our community now and in the future. Kionix is delighted that Rohm plans to continue operating and growing the company locally.”

The acquisition of Kionix accelerates Rohm’s growth as a leading global semiconductor company by the addition of MEMS technology and products representing multiple billions of dollars in market opportunities. In particular, Rohm expects the Kionix acquisition will:

- provide access to a market-proven, broadly-applicable MEMS platform technology and manufacturing capacity, with an experienced and successful management team and talented employee base;
- allow Rohm to leverage Kionix’s expertise in the design and development of high-performance MEMS devices as well as an extensive portfolio of licensed and internally-developed intellectual property;
- strengthen Kionix's technical service and support to its global customers by leveraging Rohm's global R&D and design expertise and its worldwide quality assurance system,

- which it has refined and optimized over fifty years, as well as shortening development lead-time by accessing Rohm's IC development capability; and
- allow Kionix to avail itself of Rohm's purchasing and manufacturing scale to reduce production costs, ensure stability of supply chains, and access new market opportunities.

Mr. Hidemi Takasu, Managing Director, Member of the Board, Rohm, noted, "As a result of this transaction, Rohm and Kionix will together become the global leader in supplying sensor solutions with a vast variety of devices including, but not limited to, hall-effect sensors, temperature sensors, ambient light sensors, light-receiving sensors that receive infrared-, ultraviolet- and x-rays, bio-sensors for medical use, and gyro sensors and accelerometers. Rohm will assist Kionix by leveraging Rohm's LSI technology to provide accelerometers for a wide range of applications as well as leveraging the established Rohm global sales force to rapidly build Kionix's business by reinforcing its relationships with Japanese customers as well as introducing Rohm's international customer base."

Mr. Nobuo Hatta, Director, Member of the Board, Rohm, noted, "Kionix has pursued growth through development of its unique patented technology and introduction of innovative MEMS products to the market, a strategy that fits perfectly with our management philosophy. We expect that Kionix and its Ithaca facilities will become a 'Center of Excellence' for Rohm in the U.S., and will make a significant contribution to Rohm as a strategically important base for business development."

The closing of the transaction is subject to customary conditions, including the expiration or termination of any waiting periods under the Hart-Scott-Rodino Antitrust Improvements Act of 1976. The companies expect the transaction to close by the end of 2009.

About Kionix

Kionix, originally founded in 1993, is a privately-held company and one of the world's leading suppliers of MEMS inertial sensors. Pioneering product innovations include the first small form factor (5x5mm) tri-axis accelerometer, the first accelerometer with an embedded algorithm for drop detection, and the first automotive grade, tri-axis accelerometer in a small form factor plastic package. Kionix currently serves four, large, fast-growing consumer electronics markets—game controllers, hard disk drive protection, mobile handsets and personal navigation devices, in addition to industrial, medical, and automotive markets. For additional information, please visit the website at <http://www.kionix.com>.

About Rohm

Rohm was founded in 1958 and is headquartered in Kyoto, Japan. Rohm designs, manufactures and sells various types of semiconductors for consumer electronics, mobile phones and networks, automotive electronics and other applications. Rohm's design and manufacture teams provide high quality products to customers through its global design centers and sales networks. Rohm has over 20,000 employees worldwide and had revenues of JPY317 billion (around \$4.12 billion) for the year ended March 31, 2009. For additional information, please visit the website at <http://www.rohm.com>