

September 14, 2011

Dear valued customer,

We would like to express our appreciation for your continuous support to our business. Please kindly be informed that OKI Semiconductor Co., Ltd. and our 3 subsidiaries will change their company names effective October 1, 2011. This name change will not affect our business in any way. Details are as follows;

1. Reason for the name change

OKI Semiconductor Co., Ltd. was founded on October 1, 2008, after being carved off from OKI Electric Industry Co., Ltd. and acquired by ROHM Co., Ltd. Since then, OKI Semiconductor group has been using “OKI” brand as a time-limited measure. Now, after three years from acquisition, we believe our identity as a member of the ROHM Group has permeated throughout the industry. We have now decided it is appropriate to change their names as follows.

2. Current / New names

Current	New (Oct. 1, 2011 and after)
OKI SEMICONDUCTOR CO., LTD.	LAPIS Semiconductor Co., Ltd.
OKI SEMICONDUCTOR MIYAZAKI CO., LTD.	LAPIS Semiconductor Miyazaki Co., Ltd.
OKI SEMICONDUCTOR MIYAGI CO., LTD.	LAPIS Semiconductor Miyagi Co., Ltd.
OKI (Thailand) Co., Ltd.	LAPIS Semiconductor (Ayutthaya) Co., Ltd.

3. Corporate Brand

A new brand will be established.

4. Organization after the name change

The name change will not affect our management policy or our management system in any way, nor our quality assurance policy. We will communicate with customers about further details later.

5. About new company name

“Lapis” means “stone” in Latin, as in the jewelry “Lapis Lazuli” suggesting ideals or brilliance. We anticipate our companies’ bright future as the jewelry.

The new LAPIS Semiconductor group is dedicated to be a reliable business partner to serve our customers' success. We would like to thank you for your continued support to the ROHM group and wish your evermore prosperity.

Sincerely,



Noriaki Okada
President
OKI SEMICONDUCTOR CO., LTD.
550-1 Higashiasakawa-cho
Hachioji, Tokyo
Japan