

PRESS RELEASE



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JEMI UK and Semi-Directory Form Strategic Alliance

JEMI UK, the non-profit trade organization representing the interests of semiconductor suppliers across the UK and Ireland, has announced a strategic alliance with the industry's most comprehensive buyer's guide and industry resource website, Semi-Directory.com

"A formal partnership with Semi-Directory is extremely beneficial as it will increase our visibility in the industry and provide a solid platform on which to promote our services, events and activities. The ability to provide access to Semi-Directory's advanced marketing and promotional suite will create new business opportunities for our membership as well as strengthen and enhance the UK's thriving network of semiconductor suppliers." said Ian Tonge, Chairman of JEMI UK.

As organizers of the successful S2K conference held in the UK each year, JEMI UK will leverage Semi-Directory's extensive digital marketing expertise in order to promote the development of a strong UK infrastructure to support the growth of companies wishing to design, develop and manufacture semiconductor devices.

"The support that organizations, such as JEMI, give to semiconductor suppliers is tremendous, and the collaborative work they do with JEMI France, SEMI, SSSF and VDMA is vital to the ongoing development of the European semiconductor industry," said Linda Johnson, marketing director of Semi-Directory. "One of our main objectives is to support these trade organizations and associations as much as possible. With over 30 years combined experience in the semiconductor industry, Semi-Directory possesses a great deal of experience, knowledge and resources that we can call on to help increase the awareness of the valuable work that JEMI does."

"Semi-Directory will promote all of JEMI's conferences and workshops in their online, interactive industry events calendar. This will make it much easier for the wider semiconductor audience to research and plan for events throughout the year so as not to miss any opportunities specific to their field of interest," adds Ian Tonge. "Additionally, we will be taking full advantage of the industry's only comprehensive list of 'call for paper' deadlines, so researchers submitting abstracts for our events can plan ahead effectively."

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Issued for and on behalf of Semi-Directory and JEMI UK

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