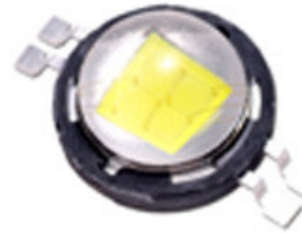


Acriche, the World's First AC-Driven Semiconductor Lighting Source, Attains Higher Efficiency of 80 lm/W

SEOUL, KOREA (Feb. 5, 2008) Seoul Semiconductor announced today that it has succeeded in raising the efficiency of Acriche, the world's first AC-driven semiconductor lighting source, to 80 lm/W.

Seoul Semiconductor has made significant strides in a short time to improve and raise the level of performance of Acriche, the world's first semiconductor lighting source that can be directly connected to 110 volt or 220 volt AC outlets without the need for an AC-DC converter. In November 2006, Seoul Semiconductor began mass producing Acriche with luminance efficacy of 40 lm/W. By the second quarter of 2007, Seoul Semiconductor was securing large volume sales for Acriche. In September 2007, Seoul Semiconductor's researchers improved Acriche's performance to 60 lm/W. Acriche is also the world's first LED package to receive the CE Marking, a notable global mark of safety. The LED light source also conforms to the stringent German TUV certification. These achievements coupled with the improved performance at 80 lm/W sets the stage for Acriche's success in the world markets. Seoul Semiconductor is expecting increasing demand of Acriche worldwide.

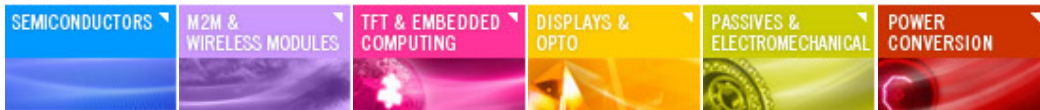


DC-driven LEDs have many disadvantages. While the lifespan of DC-driven LED sold in the market is 50,000 to 100,000 hours, the AC-DC converter needed for its application to lighting fixtures only has a lifespan of 20,000 hours. The need to change the AC-DC converter several times over the life of the LED is a major shortcoming of DC-driving LED technology, and limits its appeal for lighting fixtures. AC/DC converters have several other problems including:
?AC/DC converters add extra cost and require more space.
?Design difficulties to accommodate space and thermal dissipation requirements for DC-LEDs make it less viable as a replacement for conventional incandescent bulbs or building structure lighting
?Waste materials from the converter causes environmental pollution
?80% efficiency of converter causes 20% of electricity loss
The technological advancement, innovation and mass production of Acriche make the technology an ideal solution that addresses the problems associated with AC/DC converters.

Since November 2006, Seoul Semiconductor's success at increasing Acriche's efficiency levels, reliability and performance, and reducing complexity, has accelerated the industry's adoption of the technology. At the super brightness of 80 lm/W, Acriche is now almost as bright as conventional DC LEDs. "Acriche has been developed only for a few years, which is much less than the 20 years of history of DC LEDs. That is to say, it is a newly developed "Young Technology" which has a great potential to grow. Seoul Semiconductor has invested tens of millions of dollars in research and development, and more than \$100 million to develop mass production technology for Acriche. This has led to hundreds of patents which Seoul Semiconductor has registered all around the world to secure recognition for the technology," said Sang Min Lee, the head of Seoul Semiconductor's R&D center.



Alcom Belgium - Singel 3 - 2550 Kontich
Tel.: ++32 (0)3 458.30.33 - Fax: ++32 (0)3 458.31.26 - info@alcom.be
Alcom Netherlands - Rivium 1e straat 52 - 2909 LE Capelle a/d IJssel
Tel.: ++31 (0)10 288.25.00 - Fax: ++31 (0)10 288.25.25 - info@alcom.nl



In the past few years, Seoul Semiconductor has introduced some of the most innovative LED chips, core components of LED products in the industry. These advancements are a testimony of the success of Seoul Semiconductor's R&D strategy where more than 100 talented researchers and engineers develop and research LED chips with some of the world's most prestigious scientific institutions. This includes a cooperative arrangement with the University of California at Santa Barbara, a leading LED research institution. In addition, Seoul Semiconductor has put their resources into developing LED packages cooperatively with many strategic partners. As a result, it has 1,400 their own patents as of December, 2007, and has purchased or acquired 300 patents and licenses through M&A.



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