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Alpha Increases Asian Sales and Engineering Presence With Opening of Hong Kong Office; Company Targets Emerging Semiconductor Module Business in China, Taiwan

WOBURN, Mass., Jun 12, 2001 (BUSINESS WIRE) -- Alpha Industries, Inc. (Nasdaq: AHAA) today announced it has opened an office in Hong Kong, expanding the Company's international sales reach to original equipment manufacturers (OEMs), contract manufacturers and original design manufacturers (ODMs) in Asia.

"This location provides a platform to serve customers in China and elsewhere in Asia," said Bruce Usinowicz, Alpha's Director of Asia Pacific Sales. "We anticipate accelerating demand in the region for Alpha's integrated modules for wireless handsets, as well as for GaAs integrated circuits and other components used in base stations and cable TV set-top boxes."

Overlooking Hong Kong Harbor in the city's Pacific Place section, the office is staffed by newly hired sales and applications engineering personnel. Their role will be to increase the Company's sales in this critical part of the world by providing design, applications and logistics support to new and existing customers. In addition to Hong Kong, the office will serve customers in Korea, Mainland China, Malaysia, Singapore and Taiwan.

"Asia is a key market center for Alpha customers and end-use consumers," Usinowicz said. "In China, for example, there are more than 100 million mobile phone subscribers, making it the second largest mobile phone market behind the United States. Yet that 100 million represents only about eight percent of China's total population, which gives you a sense of the opportunity available to Alpha."

"This sales expansion puts us closer to existing and prospective contract manufacturing and ODM customers," Usinowicz said. "For example, Taiwan, which had virtually no handset production as recently as 1998, is expected to account for about 10 percent of the total production in 2001. Proximity to our customers and to the world's fastest growing end-use market make this entry into Asia a strategic move for Alpha."

About Alpha

Alpha Industries is a leading provider of RF integrated circuit-based solutions, including semiconductors and ceramic components, for the broadband and wireless communications markets. Alpha's switches, power amplifiers and discrete semiconductors are used by the world's leading broadband, infrastructure and wireless communications companies to enhance the speed, quality and performance of voice, data and video. The Company's Alpha Integration Platform™ (aiP™) is a breakthrough manufacturing, packaging and design technique that reduces design complexity and improves the OEM's overall time to market for new products. For more information, please visit Alpha's Web site, www.alphaind.com.

Safe Harbor Statement - Except for the historical information contained herein, statements in this news release related to Alpha's opening of a Hong Kong sales office are forward-looking statements that reflect the Company's current intentions, expectations and predictions of future results, accomplishments and other matters, all of which are inherently subject to risks and uncertainties. The Company's actual results may differ materially from those anticipated in the Company's forward-looking statements, based on various factors. Such factors include, but are not limited to: cancellation or postponement of customer orders, inability to predict customer orders, the disproportionate impact of the Company's business relationships with its larger customers, variations in the timing of new product development and market acceptance, difficulty manufacturing products, including the Company's new switch/filter products, in sufficient quantity and quality, difficulty completing the Company's planned capital investments and process improvements, erosion of selling prices or margins, modification of the Company's plans or intentions, and market developments, competitive pressures and changes in economic conditions that vary from the Company's expectations. Additional information on these and other factors that may cause actual results and the Company's performance to differ materially is included in the Company's periodic reports filed with the SEC, including but not limited to the Company's Form 10-K for the year ended April 2, 2000, and subsequent Forms 10-Q. Copies may be obtained by contacting the Company or the SEC. The Company cautions readers not to place undue reliance upon any such forward-looking statements, which speak only as of the date made. The Company expressly disclaims any obligations or undertaking to release publicly any updates or revisions to any such statements to reflect any change in the Company's expectations or any change in events, conditions or circumstance on which any such statement is based.

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