



ASE GROUP
A SUCCESS ENABLER

ASE news

ASE Named Assembly Supplier of the Year by Genesis Microchip

Company receives award for outstanding customer service, sales, production and technical support in semiconductor packaging

Santa Clara, California, March 25th, 2002 - Advanced Semiconductor Engineering, Inc. (NYSE: ASX), one of the world's largest semiconductor packaging and testing companies, today announced that it has been named "Assembly Supplier of the Year 2001" by Genesis Microchip Inc (NASDAQ: GNSS).

Genesis Microchip, a world leader in the development of display technologies, awarded ASE's Kaohsiung facility several accolades that included outstanding international customer service, local sales support, factory production control and technical support.

"Genesis Microchip's cost-effective integrated circuits and software solutions enable the convergence of Internet information and video. To deliver such quality requires the support of exceptional semiconductor manufacturing processes," said Mohammad Tafazzoli, Vice President of Operations at Genesis Microchip. "In the packaging arena, ASE has met our stringent manufacturing requirements and delivered quality service on a professional level. We are certainly pleased with our relationship with ASE."

"ASE recognizes that the key to customer satisfaction is to take a step beyond providing advanced technologies and products; and pay attention to individual customer needs as well as developing systems to facilitate information exchange," said Dr. Tien Wu, President of ASE Americas and Europe. "ASE is honored to receive this award, which is another testament of successful working relationships with leading-edge customers like we have with Genesis."

About ASE Inc.

ASE Inc. is one of the world's largest independent providers of semiconductor packaging services and, together with its subsidiary ASE Test Limited (NASDAQ: ASTSF), one of the world's largest independent providers of semiconductor testing services, including front-end engineering testing, wafer probing and final testing services.

The Company's international customer base of more than 200 blue-chip customers includes such leading names as Advanced Micro Devices, Inc., Altera Corporation, Cirrus Logic Inc., Conexant Systems, Inc., LSI Logic Corporation, and Qualcomm Incorporated.

With advanced process technology and a global presence spanning Taiwan, Korea, Hong Kong, Singapore, Malaysia and the United States, ASE Inc. has established a reputation for reliable, high quality products and services. For more information, visit the website, <http://www.aseglobal.com>

About Genesis Microchip

Genesis Microchip is a leading supplier of cost-effective integrated circuits and software solutions, which are at the core of all display systems. Flat-panel displays, digital televisions, and consumer video products all benefit from Genesis technology which connects and formats any kind of source content to be displayed with the highest image quality on any type of display. All leading brand-name monitor vendors use "Genesis Display Perfection" components.

Founded in 1987, Genesis has offices in San Jose and Sunnyvale, California; Toronto, Canada; Bangalore, India; Taipei, Taiwan; Seoul, Korea; and Shenzhen, China. Further information is available at <http://www.genesis-microchip.com>

Editor's note:

- Genesis is a registered trademark of Genesis Microchip Inc.
- Genesis Display Perfection is a trademark of Genesis Microchip Inc.

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