



partnering for process control

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Company Press Release

NOVA ANNOUNCES ACCEPTANCE FOR ADDITIONAL STAND ALONE SYSTEM FROM NEW MEMORY CUSTOMER

Company expects 2009 third quarter revenues to increase by more than 40% sequentially

Rehovot, Israel - September 8, 2009 - Nova Measuring Instruments Ltd. (Nasdaq: NVMI), provider of leading edge stand alone metrology and the market leader of integrated metrology solutions to the semiconductor process control market, today announced that it has received acceptance for its Stand Alone Optical CD system from a new memory customer in the Asia Pacific region.

“We are very pleased to receive this acceptance, which brings our Stand Alone Optical CD presence to more than 10 customers worldwide, including memory, foundry and logic manufacturers”, commented Gabi Seligsohn, President & CEO of Nova. “The leading edge capabilities demonstrated by our platform over the past 2 years are allowing us to benefit from the recent improvement in business fundamentals and show more than 40% sequential increase in revenues in the third quarter, as part of an overall improvement expected in all key financial metrics in the second half of 2009”.

On August 4, 2009, the Company reported revenues of \$7 million with breakeven non-GAAP net results and a GAAP net loss of \$0.1 million, for the second quarter of 2009.

About Nova

Nova Measuring Instruments Ltd. develops, produces and markets advanced integrated and stand alone metrology solutions for the semiconductor manufacturing industry. Nova is traded on the NASDAQ & TASE under the symbol NVMI. The Company's website is www.nova.co.il.

This press release contains forward-looking statements within the meaning of safe harbor provisions of the Private Securities Litigation Reform Act of 1995 relating to future events or our future performance, such as statements regarding trends, demand for our products, expected deliveries, transaction, expected revenues, operating results, earnings and profitability. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied in those forward looking statements. These risks and other factors include but are not limited to: unanticipated consequences of the global economic crisis, our dependency on a single integrated process control product line; the highly cyclical nature of the markets we target; our inability to reduce spending during a slowdown in the semiconductor industry; our ability to respond effectively on a timely basis to rapid technological changes; risks associated with our dependence on a single manufacturing facility; our ability to expand our manufacturing capacity or marketing efforts to support our future growth; our dependency on a small number of large customers and small number of suppliers; risks related to our intellectual property; changes in customer demands for our products; new product offerings from our competitors; changes in or an inability to execute our business strategy; unanticipated manufacturing or supply problems; changes in tax requirements; changes in customer demand for our products; risks related to currency fluctuations; and risks related to our operations in Israel. We cannot guarantee future results, levels of activity, performance or achievements. The matters discussed in this press release also involve



risks and uncertainties summarized under the heading “Risk Factors” in Nova’s Annual Report on Form 20-F for the year ended December 31, 2008 filed with the Securities and Exchange Commission on March 30, 2009. These factors are updated from time to time through the filing of reports and registration statements with the Securities and Exchange Commission. Nova Measuring Instruments Ltd. does not assume any obligation to update the forward-looking information contained in this press release.
