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Company Contact:

Dror David, Chief Financial Officer

Nova Measuring Instruments Ltd.

Tel: 972-8-938-7505

E-mail: info@nova.co.il

<http://www.nova.co.il>

Investor Relations Contacts:

Ehud Helft / Kenny Green

CCG Investor Relations

Tel: +1-646-201-9246

E-mail: nova@ccgisrael.com

Nova Announces Multiple Installations of its Stand-Alone Metrology Tool

Current and expected installations of the Nova T500 will reach 7 different customers by the end of the third quarter

REHOVOT, Israel, July 8, 2010 - 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 multiple installations of its Nova T500 stand-alone optical CD metrology tool which are expected to total seven different customers by the end of the third quarter of 2010. The company also noted that 5 of these are new stand-alone metrology customers.

Noam Shintel, Director of Corporate Marketing, commented: "Since the introduction of the Nova T500, we have focused our penetration efforts on leading edge memory manufactures and foundries. The unique capabilities of the Nova T500 provide an excellent combination of ground breaking throughput and cost of ownership with cutting edge measurement capabilities. We are thrilled that this product has won a vote of confidence of as many as 7 leading edge customers, representing around 70% of the top-20 semiconductor manufacturers wafer fab equipment spending. We expect these new installations to lead us to continued growth in our stand-alone market share, as our customers continue to increase their capacity and deploy state-of-the-art metrology in advanced semiconductor manufacturing."

The NOVA T500 is a high throughput high accuracy stand-alone optical CD platform. It addresses the toughest challenges the industry faces: increasing metrology sampling, improving metrology precision and reducing metrology cost of ownership (CoO).

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: our dependency on two process control product lines; 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; our dependency on OEM suppliers; 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





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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, 2009 filed with the Securities and Exchange Commission on March 26, 2010. 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.

