

Chroma Reports July Sales Revenues**- Hit Sequentially Record High of NTD 616 million, Up 99% YoY**

Taoyuan, Taiwan (R.O.C.) August 05, 2010 – Chroma Ate Inc. (TAIEX: 2360) today announces the July sales revenues of the year 2010. The July net sales were NTD 616 million, which increased from NTD 576 million last month, represented a 7% sales growth MoM. Compared to the net sales of NTD 310 million from July last year, this represented a growth of 99% YoY. All numbers are stand-alone.

The July sales revenues are mainly contributed from power and LED product sectors, which represented a 37% and 32% growth compared to last month.

Sales Breakdown by Product Mix (in thousand NTD)

| Item | 2010 1Q | 2010 2Q | 2010 July |
|-----------------------------|------------------|------------------|----------------|
| T&M Instruments | 404,491 | 553,002 | 220,987 |
| Automatic Test System (ATS) | 689,043 | 872,860 | 369,955 |
| Services & Others | 80,417 | 74,019 | 25,514 |
| Total | 1,173,951 | 1,499,881 | 616,456 |

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About Chroma

Chroma Ate Inc. was founded in November 1984. Chroma is a world leading own brand supplier in electronic test and measurement equipment and system in Taiwan. Chroma provides integrated and customized solutions in Test and Measurement Instruments, Automated Test Systems and Manufacturing Execution Systems. Chroma's headquarters is located in Taoyuan, Hwa-Ya Technology Park, with engineering service offices worldwide including China, Europe, Taiwan and United States. For more information please visit our company website: www.chromaate.com