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Company Press Release

Nova Measuring Instruments to Attend Susquehanna's Fifth Annual Semi, Storage & Technology Conference

Management to Participate in One-on-One Meetings on March 10

REHOVOT, Israel, March 2, 2016 - Nova Measuring Instruments (Nasdaq: NVMI), a leading innovator and a key provider of metrology solutions for advanced process control used in semiconductor manufacturing, today announced that Mr. Dror David, Chief Financial Officer, will participate in one-on-one meetings at the Susquehanna Financial Group Fifth Annual Semi, Storage & Technology Conference on March 10, 2016 at the Omni Berkshire Hotel in New York City, NY.

The conference will include a number of one-on-one meetings with investors arranged by Susquehanna. For additional information, please contact your SFG contact person or Miri Segal at msegal@ms-ir.com.

About the Susquehanna Fifth Annual Semi, Storage & Technology Conference

The conference will feature fireside chats and one on one meetings with leading companies from the semi, storage and technology industry. SFG's analysts covering Semiconductors & Technology Hardware, Specialty Semis & Storage, IT Services / Outsourcing, Internet Finance, Emerging Technologies, Internet and Enterprise Software will lead the discussions. Susquehanna Financial Group, LLLP (SFG) is the institutional broker-dealer member of the Susquehanna International Group (SIG).

About Nova: Nova Measuring Instruments Ltd. delivers continuous innovation by providing advanced metrology solutions for the semiconductor manufacturing industry. Deployed with the world's largest integrated-circuit manufacturers, Nova's products deliver state-of-the-art, high-performance metrology solutions for effective process control throughout the semiconductor fabrication lifecycle. Nova's product portfolio, which combines high-precision hardware and cutting-edge software, supports the development and production of the most advanced devices in today's high-end semiconductor market. Nova's technical innovation and market leadership enable customers to improve process performance, enhance products' yields and accelerate time to market. Nova acts as a partner to semiconductor manufacturers from its offices around the world. Additional information may be found at <http://www.novameasuring.com>.