



Applied Materials Presents 2003 Supplier Quality Award to Kyocera; Award Honors Supplier for Outstanding and Continuous Improvement in Product Quality

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SANTA CLARA, Calif., Feb 23, 2004 (BUSINESS WIRE) -- Applied Materials, Inc. (Nasdaq:AMAT), the world's leading supplier of semiconductor equipment and services, has given Kyocera, Inc. its 2003 Annual Supplier Quality Award for outstanding and continuous quality improvement in 2003. Kyocera provides ceramic components for Applied Materials' semiconductor manufacturing systems.

"We are committed to providing our customers with the highest level of quality possible in our systems, and our suppliers are key contributors to this effort," said Joseph Bronson, chief financial officer of Applied Materials. "Kyocera has earned this award through its continuously improving performance in meeting Applied Materials' stringent quality requirements."

The Supplier Quality Award is part of Applied Materials' aggressive quality program that penetrates every organization in the company. Suppliers and Applied's internal groups are expected to reach benchmark levels in innovation, cost management, customer satisfaction and delivery, as well as demonstrate high rates of continuous improvement in quality metrics, year after year.

John Rigby, Kyocera's executive vice president for Industrial Ceramics, said, "Kyocera is particularly honored to be recognized by Applied Materials. Kyocera is committed to continuous improvement initiatives that will provide customers such as Applied Materials with a sustainable competitive advantage in the quality and reliability of their products."

"Delivering world-class performance is reflected in Applied Materials' core values," said Surinder Bedi, vice president of Global Quality and Reliability at Applied Materials. "Quality is a competitive advantage to Applied Materials, and every year we reset the bar higher for quality and reliability improvements, both for us and our suppliers. Kyocera demonstrated outstanding commitment to improving quality, reliability and sustained productivity throughout the year, setting themselves apart in quality leadership in 2003."

Applied Materials, Inc. (Nasdaq:AMAT) is the largest supplier of equipment and services to the global semiconductor industry. Applied Materials' web site is www.appliedmaterials.com.

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