

NOVA MEASURING INSTRUMENTS LTD
Form 6-K
September 16, 2008

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

Report of Foreign Private Issuer
Pursuant to Rule 13a-16 or 15d-16
of the Securities Exchange Act of 1934

Date of Report: September 16, 2008
Commission File No.: 000-30688

NOVA MEASURING INSTRUMENTS LTD.

**Building 22 Weizmann Science Park, Rehovot
P.O.B 266
Israel**

Indicate by check mark whether the registrant files or will file annual reports under cover
Form 20-F or Form 40-F:

Form 20-F Form 40-F

Indicate by check mark whether the registrant is submitting this Form 6-K in paper as permitted by
Regulation S-T Rule 101(b)(1): _____

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also
thereby furnishing the information to the Commission pursuant to 12g3-2(b) under the Securities Exchange
Act of 1934:

Yes No

If Yes is marked, indicate below the file number assigned to the registrant in connection with 12g3-2(b):

N/A.

Attached hereto and incorporated by way of reference herein is a press release issued by the Registrant on, and dated, September 16, 2008,
and entitled Nova Appoints New President for its US Subsidiary .

This report on Form 6-K is hereby incorporated by reference into Nova Measuring Instruments Ltd. s registration statements on Form S-8,
filed with the Securities and Exchange Commission on the following dates: September 13, 2000 (File No. 333-12546); March 5, 2002 (File No.
333-83734); December 24, 2002 (File No. 333-102193, as amended by Amendment No. 1, filed on January 5, 2006); March 24, 2003 (File No.
333-103981); May 17, 2004 (three files, File Nos. 333-115554, 333-115555, and 333-115556, as amended by Amendment No. 1, filed on
January 5, 2006); March 7, 2005 (File No. 333-123158); December 29, 2005 (File No. 333-130745); September 21, 2006 (File No.
333-137491); and November 5, 2007 (File No. 333-147140) and into Nova Measuring Instruments Ltd. s registration statement on Form F-3,
filed with the Securities and Exchange Commission on May 11, 2007 (File No. 333-142834).

Signatures

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

NOVA MEASURING INSTRUMENTS LTD.
(the "Registrant")

By: */s/ Dror David*

Dror David
Chief Financial Officer

Date: September 16, 2008

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Nova Appoints New President for its US Subsidiary

REHOVOT, Israel, September 16, 2008 - 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 Ms. May Su has been named President of its US subsidiary, Nova Measuring Instruments Inc, succeeding Mr. Maori Marcan, who will be leaving the company to pursue other opportunities.

Ms. Su will be responsible for leading Nova's US operations, Nova's second largest region, focusing on further developing the company's business with US strategic accounts which have a global reach, as well as deepen the business and technological cooperation with the Company's OEM partners. Ms. Su will report to Mr. Avi Magid, Nova's Executive Vice President of Global Business.

We are delighted to welcome May to Nova, said Avi Magid, May's vast experience in the global semiconductor capital equipment industry coupled with extensive managerial capabilities will further strengthen our market position. We look forward to her leadership in strengthening current relationships in the North America region while developing new ones among customers and partners alike.

Ms. Su has over 25 years experience and a distinguished record in the semiconductor industry. She joins Nova from Aviza Technology, where she held the position of Vice President and General Manager of the ALD Thermal Business Unit. Prior to Aviza, Ms. Su held senior positions in sales, marketing, and product management at New Wave Research, KLA Tencor and LAM Research. Ms. Su holds a B.S., in Mechanical Engineering from Cornell University, M.S in Mechanical Engineering from University of California, Berkeley and an MBA from Santa Clara University.

I join Avi in welcoming May Su. She will be an important asset to Nova. Also, on behalf of the management and Nova's employees, I would like to thank Maori Marcan for his contributions to the Company over the years, said Gabi Seligsohn, President and CEO of Nova. During his tenure, Maori successfully led the establishment of what has now become one of Nova's key growth engines, namely the Asia Pacific subsidiary. Maori later moved to the US and led our penetration into key accounts, creating the strong foundation on which May Su will continue to build.

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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 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, 2007 filed with the Securities and Exchange Commission on March 28, 2008, as amended. 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
