



# Press Release

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**For Immediate Release:**

## **UNIVERSAL DISPLAY TO SHOWCASE PHOLED PROTOTYPES AND TECHNOLOGY ADVANCES AT SID 2009 INTERNATIONAL SYMPOSIUM, SEMINAR AND EXHIBITION**

**Ewing, New Jersey — May 28, 2009** — Universal Display Corporation (NASDAQ: PANL), an innovator behind today's and tomorrow's displays and lighting through its Universal PHOLED™ phosphorescent OLED technology, announced today that it will exhibit and present advances on the Company's highly-efficient PHOLED materials and other OLED technologies at the 2009 Society for Information Display (SID) International Symposium, Seminar & Exhibition. The event this year is located at the Henry B. Gonzalez Convention Center in San Antonio, TX. Universal Display will be exhibiting at Booth #676 from June 2<sup>nd</sup> – June 4<sup>th</sup>, 2009.

“The SID conference provides us an opportunity to share with the industry, our key partners and customers, the latest advances in our high-efficiency phosphorescent OLED technology and materials,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “In the past year, we have made tremendous progress in the performance of our PHOLED materials and technologies for display and lighting applications. As manufacturers increase OLED production, they are increasingly looking at PHOLED technology as a critical element to making energy-efficient, environmentally-friendly and cost-effective OLED products.”

Sidney D. Rosenblatt, Executive Vice President and Chief Financial Officer of Universal Display will participate in a panel discussion titled, “*Competing with TFT LCD: OLED, MEMS and Other Alternatives*” on Monday, June 1<sup>st</sup> at 1:50 p.m. in Room 515B.

In addition, Mr. Rosenblatt will report on recent business highlights at the 5<sup>th</sup> Annual SID/Cowen 2009 Display Investors Conference on Tuesday, June 2<sup>nd</sup>, at 3:15 p.m. in Room 006A. Mr. Rosenblatt's presentation is titled "Commercialization of PHOLED Technology."

Universal Display scientists will also present technical papers in various sessions during the symposium held throughout the week:

- Universal Display's Dr. Ruiqing (Ray) Ma, Department Manager, Flexible OLED Displays, is giving an Invited Paper on recent findings from Universal Display's collaboration with LG Display and L-3 Communications titled, "*Wearable 4-in. QVGA Full-Color Video Flexible AMOLEDs for Rugged Applications*," on Tuesday, June 2<sup>nd</sup> at 2 p.m. in Ballroom C2.
- Dr. Mike Weaver, Director of PHOLED Applications Engineering and Development at Universal Display, will present a joint paper with Samsung Mobile Display titled, "*High Efficiency Green Phosphorescent OLEDs*," in Ballroom C3 on Wednesday, June 3<sup>rd</sup> at 9:40 a.m.

In addition, Dr. Weaver and Dr. Jason Brooks, Senior Scientist, will teach "*Fundamentals of OLED Technology*" during the Short Course Session on Sunday, May 31<sup>st</sup>, from 9:00 a.m. to 1:00 p.m. in Room 214 C/D. Dr. Ma will also teach "*The Principles of Flexible Displays and Emerging Applications*" during the Application Tutorial held on Tuesday, June 2<sup>nd</sup> from 2:45 p.m. to 4:15 p.m.

Universal Display is also a co-author on a paper to be presented by Dr. Doug Loy of the Flexible Display Center (FDC) titled "*Active-Matrix PHOLED Displays on Temporary Bonded Polyethylene Naphthalate Substrates with 180 C a-Si:H TFTs*." Universal Display is a founding charter member of the FDC and has been working with their team to demonstrate the integration of a PHOLED frontplane onto an amorphous-silicon backplane built directly on a flexible plastic substrate.

Universal Display is the leading developer and licensor of phosphorescent OLED technology and materials. The Company's PHOLED technology and materials are widely recognized as the energy-efficient OLED solution for display and lighting applications, including novel flexible and transparent electronics.

PHOLED technology offers up to four times the efficiency of conventional OLED technology - a key advantage in developing OLEDs for solid-state lighting and power-hungry display devices. Over the

past few years, the Company has announced a series of record-breaking performance milestones for its red, green and blue PHOLED systems, as well as its white PHOLED technology for lighting applications. The Company's UniversalPHOLED technology can be found in a variety of cell phone, multi-media players and other display devices already on the market, and this technology has been key in the development of novel OLED lighting and display applications for the U.S. Government.

To see how Universal Display Corporation is changing the face of the display industry, please visit the Company at Booth #676 or at <http://www.universaldisplay.com>.

### **About the SID International Symposium, Seminar and Exhibition**

The SID International Symposium, Seminar and Exhibition, now in its 47th year, is the premier international gathering of scientists, engineers, manufacturers and users in the electronic-display industry. The event provides access to a wide range of technology and applications from high-definition flat-panel displays using both emissive and liquid-crystal technology to the latest in OLED displays and large-area projection-display systems. One can find state-of-the-art information on the latest in image processing, systems software and display processor hardware, human factors and applied vision, and exciting new applications such as multimedia and the electronic cinema. With more than 350 booths and 6,000 attendees, SID is the leading North American show for the electronic-display industry.

### **About Universal Display Corporation**

Universal Display Corporation is a world leader in developing and commercializing innovative OLED technologies and materials for use in flat panel displays, solid-state lighting products, electronic communications and other opto-electronic devices. Universal Display is working with a network of world-class organizations, including Princeton University, the University of Southern California, the University of Michigan, and PPG Industries, Inc. Universal Display has also established numerous commercial relationships with companies such as Chi Mei EL Corporation, DuPont Displays, Inc., Konica Minolta Technology Center, Inc., LG Display Co., Ltd., Samsung Mobile Display Co, Ltd., Seiko Epson Corporation, Sony Corporation, Tohoku Pioneer Corporation and Toyota Industries Corporation. Universal Display currently owns or has exclusive or sole license rights with respect to more than 940 issued and pending patents worldwide.

Universal Display is located in the Princeton Crossroads Corporate Center in Ewing, New Jersey. Universal Display's state-of-the-art facility is designed to further technology and materials development, technology transfer to manufacturing partners and work with customers to develop OLED products that meet their needs. Visit Universal Display on the Web at [www.universaldisplay.com](http://www.universaldisplay.com).

**Forward-Looking Statements:** *All statements in this document that are not historical, such as those relating to Universal Display Corporation's technologies and potential applications of those technologies, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You are cautioned not to place undue reliance on any forward-looking statements in this document, as they reflect Universal Display Corporation's current views with respect to future events and are subject to risks and uncertainties that could cause actual results to differ materially from those contemplated. These risks and uncertainties are discussed in greater detail in Universal Display Corporation's periodic reports on Form 10-K and Form 10-Q filed with the*

*Securities and Exchange Commission, including, in particular, the section entitled “Risk Factors” in Universal Display Corporation’s annual report on Form 10-K for the year ended December 31, 2008, as amended. Universal Display Corporation disclaims any obligation to update any forward-looking statement contained in this document.*

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