



Press Release

For:

Universal Display Corporation
For more information contact:
Dean Ledger
800-599-4426

From:

Gregory FCA Communications
Investor contact: Paul Johnson
paul@gregoryfca.com
610-642-8253, ext. 115
Media contact: Matt McLoughlin
matt@gregoryfca.com
610-642-8253, ext. 129

For Immediate Release

UNIVERSAL DISPLAY CORPORATION INTRODUCES NEW LIGHT-BLUE PHOLED MATERIAL SYSTEM AT 2010 SID CONFERENCE

New UniversalPHOLED™ emitter system offers major performance enhancements for PHOLED display and white lighting applications

Ewing, New Jersey, May 25, 2010 – Universal Display Corporation (NASDAQ: PANL), enabling energy-efficient displays and lighting with its UniversalPHOLED™ technology and materials, today will unveil a new light-blue phosphorescent OLED emitter system at the Society for Information Display's (SID) 2010 International Symposium, Seminar and Exhibition, being held at the Washington State Convention Center in Seattle, WA from May 23 through May 28, 2010. This new UniversalPHOLED emitter system offers the potential for significantly reduced power consumption and extended operational lifetime in OLED devices.

The use of this new light-blue emitter system may provide performance benefits for both display and lighting applications. For lighting applications, it may accelerate the introduction of a variety of initial commercial products where high-efficacy, warm-white emission is important. The new system also offers key performance advances for displays when used in Universal Display's new four sub-pixel format. Performance highlights for the new light-blue emitter system in these two applications will be detailed during symposium talks on Wednesday and Thursday of SID week.

“We continue to establish new records for what our high-efficiency, phosphorescent OLED technology and materials can deliver,” said Steven V. Abramson, President and Chief Executive

Officer of Universal Display. “By introducing this new light-blue UniversalPHOLED emitter system to display and lighting manufacturers, Universal Display continues to lead the way in enabling superior OLED product performance.”

Universal Display’s new light-blue emitter system offers CIE coordinates of (0.17, 0.37) and a peak wavelength of 472 nm. It also provides a luminous efficiency of > 45 candelas per Ampere, corresponding to > 20% external quantum efficiency at 1,000 candelas per square meter (cd/m^2). Under accelerated test conditions, this new emitter system demonstrates an operating lifetime of approximately 9,000 hours, to 50% of an initial luminance of 1,000 cd/m^2 . These performance gains are significant, representing a 30% increase in luminous efficiency and an almost 100% increase in operating lifetime, as compared to Universal Display’s earlier-generation light-blue PHOLED emitter system.

Universal Display is the recognized leader in phosphorescent OLED technology and materials. With a comprehensive patent and know how portfolio that covers these and other OLED technologies broadly on a worldwide basis, Universal Display has developed a series of proprietary, UniversalPHOLED products that offer state-of-the-art performance for displays and lighting applications.

To see how Universal Display Corporation is changing the face of the display and lighting industries, please visit the Company at www.universaldisplay.com.

About Universal Display Corporation

Universal Display Corporation (Nasdaq: PANL) is a leader in developing and delivering state-of-the-art, organic light emitting device (OLED) technologies, materials and services to the display and lighting industries. Founded in 1994, the company currently owns or has exclusive, co-exclusive or sole license rights with respect to more than 1,000 issued and pending patents worldwide. Universal Display licenses its proprietary technologies, including its breakthrough high-efficiency UniversalPHOLED™ phosphorescent OLED technology, that can enable the development of low power and eco-friendly displays and white lighting. The company also develops and offers high-quality, state-of-the-art UniversalPHOLED materials that are recognized as key ingredients in the fabrication of OLEDs with peak performance. In addition, Universal Display delivers innovative and customized solutions to its clients and partners through technology transfer, collaborative technology development and on-site training.

Based in Ewing, New Jersey, Universal Display works and partners with a network of world-class organizations, including Princeton University, the University of Southern California, the University of Michigan, and PPG Industries, Inc. The company has also established

relationships with companies such as AU Optronics Corporation, 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, Showa Denko K.K., and Tohoku Pioneer Corporation. To learn more about Universal Display, please visit www.universaldisplay.com.

Universal Display Corporation and the Universal Display logo are trademarks or registered trademarks of Universal Display Corporation. All other company, brand or product names may be trademarks or registered trademarks.

###

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, 2009. Universal Display Corporation disclaims any obligation to update any forward-looking statement contained in this document.