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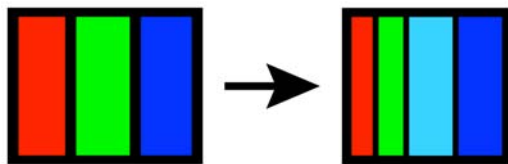
**FOR IMMEDIATE RELEASE**

**UNIVERSAL DISPLAY PRESENTS NOVEL PHOLED DISPLAY  
ARCHITECTURE WITH POTENTIAL TO ACCELERATE  
COMMERCIAL INTRODUCTION OF ALL-PHOSPHORESCENT  
ACTIVE-MATRIX OLEDs WITH ENHANCED POWER EFFICIENCY  
AND EXTENDED LIFETIME**

*Company's novel four sub-pixel design demonstrated in collaboration with Professor Jin Jang of Kyung Hee University and Samsung Mobile Display at SID 2010*

**Ewing, New Jersey — May 26, 2010** — Universal Display Corporation (NASDAQ: PANL), enabling energy-efficient displays and lighting with its UniversalPHOLED™ technology and materials, will announce today an all-phosphorescent AMOLED display architecture that uses a novel four-color sub-pixel design. The new pixel format adds a light blue sub-pixel to the conventional red-green-blue (RGB) configuration. The introduction of a light blue sub-pixel can significantly extend the operational lifetime of an OLED display and reduce the display's power consumption by as much as 33%, as compared to an RGB OLED display using a fluorescent blue sub-pixel.

Dr. Woo-Young So, Research Scientist at Universal Display, will present this new design in a



*Conventional R-G-B sub-pixel format (left) versus novel R-G-B1-B2 four sub-pixel design (right)*

paper titled, “*Power Efficient AMOLED Display with Novel Four Sub-Pixel Architecture and Driving Scheme,*” at 3:50 p.m. PDT today in Room 618-620 at the 2010 Society for Information Display (SID) International Symposium, Seminar &

Exhibition. The conference is being held at the Washington State Convention Center in Seattle, WA from May 23 through May 28, 2010.

Universal Display's novel design reduces the power consumption and extends AMOLED display lifetime by relying on the more energy-efficient, longer-lived light blue sub-pixel to satisfy a significant portion of the blue-emission requirement, as compared to a conventional RGB pixel format using phosphorescent red and green sub-pixels and a fluorescent blue sub-pixel. By adding a light-blue sub-pixel, the stress on the deep-blue sub-pixel is also lessened.

To illustrate the pixel architecture, the company, in collaboration with Professor Jin Jang of Kyung Hee University and Samsung Mobile Display, demonstrated the four sub-pixel architecture in a 2.5-inch, all-phosphorescent AMOLED display.

“Our team has demonstrated a very innovative display pixel architecture to leverage the power efficiency advantage of phosphorescence,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “This can extend operational lifetime and has the potential to accelerate and expand the commercialization of all-phosphorescent OLED displays to meet increasing consumer demand for displays with low power consumption and enhanced performance.”

The company's proprietary PHOLED technology and materials offer up to four times the efficiency of conventional OLED technology, and can be found in a variety of cell phones, multi-media players and other display devices already on the market. As a leading OLED technology developer, Universal Display provides comprehensive PHOLED solutions through technology licensing, UniversalPHOLED material sales, and technology transfer and support services to the world's leading display and lighting manufacturers.

To see how Universal Display Corporation is changing the face of the display and lighting industries, please visit the Company at [www.universaldisplay.com](http://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](http://www.universaldisplay.com).

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