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FOR IMMEDIATE RELEASE

**ARMSTRONG WORLD INDUSTRIES AND UNIVERSAL DISPLAY
DEMONSTRATE HIGHLY EFFICIENT, WHITE OLED LIGHTING
CEILING SYSTEM**

Companies deliver to the U.S. Department of Energy a novel lighting system that integrates Universal Display's record-breaking 58 lm/W phosphorescent OLED panels into Armstrong's innovative TechZone™ ceiling system

Lancaster, Pennsylvania and Ewing, New Jersey – September 27, 2010 – [Armstrong World Industries](#), Inc (NYSE:AWI), and [Universal Display Corporation](#) (NASDAQ: PANL), the company enabling energy-efficient displays and lighting with its [UniversalPHOLED™](#) technology and materials, today announced that the companies have demonstrated a novel white phosphorescent OLED lighting system to the [U.S. Department of Energy](#) (DOE) in connection with the successful completion of their \$1.9 million, two-year, Solid State Lighting Product Program titled “Development of High Efficacy, Low Cost Phosphorescent OLED Lighting Ceiling Luminaire System.” This demonstration is a critical step toward the commercialization of efficient, low-cost lighting systems for commercial applications.

Universal Display's novel luminaire system is energy-efficient, has low-cost potential and is also aesthetically pleasing. Integrated into Armstrong's innovative TechZone ceiling system, each luminaire, consisting of four 15 cm x 15 cm PHOLED lamps, easily

snaps into Armstrong's modular structure for very pleasing and highly utilitarian functionality, as shown in the photograph below.



Universal Display PHOLED lighting luminaires mounted in an Armstrong World Industries TechZone Ceiling System. Each luminaire is comprised of four 15cm x 15cm lighting panels mounted in outcoupling enhancement lenses.

“Our TechZone ceiling system seemed like the ideal platform to demonstrate the potential of Universal Display’s PHOLED luminaire technology,” commented Joann Davis-Brayman, Vice President of Marketing for Armstrong Ceiling Systems Division. “In addition to its promising energy savings potential, OLED technology supports the monolithic, uncluttered visual our customers are looking for. We are pleased to have been a part of Universal Display’s pioneering development effort and appreciate the support of the DOE in this innovative demonstration project.”

“We are very proud to be playing a key role in demonstrating the potential for OLED lighting for commercial applications, and we thank both the DOE and our partners at Armstrong World Industries for this opportunity,” stated Steven V. Abramson, President and Chief Executive Officer of Universal Display. “Armstrong has shown tremendous vision with its drive to integrate white PHOLEDs into its innovative TechZone Ceiling System. The potential to easily snap Universal Display PHOLED luminaires into

Armstrong's system should enable energy-efficient, functional lighting precisely where it is needed."

The PHOLED luminaire used in the Armstrong TechZone System has overall dimensions of approximately 15 cm x 60 cm. Each of the four lamps in the luminaire consists of a PHOLED lighting panel, an outcoupling enhancement lens and a mounting frame. Using Universal Display's highly-efficient UniversalPHOLED technology and materials, each panel offers a record 58 lumens per Watt (lm/W) which translates into a luminaire efficacy calculated to be 51 lm/W.

It has been estimated that by 2016, white OLEDs could generate well over \$20 billion in worldwide savings of electricity costs and could save over nine million metric tons of carbon emissions from the U.S. alone. Universal Display is working under several DOE-funded programs to advance energy-efficient white OLED lighting. Highly-efficient UniversalPHOLED technology and materials, pioneered by Universal Display, have been a driving force behind advances in OLED lighting performance and innovative lighting design opportunities for global manufacturers, such as the PHOLED luminaire used in the Armstrong ceiling system.

About Armstrong World Industries

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2009, Armstrong's consolidated net sales totaled approximately \$2.8 billion. Based in Lancaster, Pa., Armstrong operates 35 plants in nine countries and has approximately 10,200 employees worldwide. For more information, visit <http://www.armstrong.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.

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