



**SAMSUNG
MOBILE DISPLAY**

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FOR IMMEDIATE RELEASE

**SAMSUNG MOBILE DISPLAY AND UNIVERSAL DISPLAY
ANNOUNCE ENTRY INTO OLED PATENT LICENSE AND
SUPPLEMENTAL MATERIAL PURCHASE AGREEMENTS**

SMD prepares to launch new AMOLED display products using Universal Display's green and red UniversalPHOLED[®] technology and materials

Seoul, South Korea and Ewing, New Jersey — August 23, 2011 — Samsung Mobile Display Co., Ltd. (SMD), the world leader in the manufacture and sale of active-matrix OLED display products, and [Universal Display Corporation](#) (NASDAQ:PANL), enabling energy-efficient OLED displays and lighting with its [UniversalPHOLED[®]](#) technology and materials, today announced that the companies have entered into agreements under which Universal Display will license its technologies and sell its proprietary materials to SMD for use in its line of state-of-the-art OLED display products. Building on their eleven-year relationship, SMD and Universal Display will continue to work closely to accelerate growth of the OLED display industry through the development of state-of-the-art, energy-efficient OLED products.

“SMD is committed in leading the world display industry by offering high quality OLED products to its customers,” said Soo In Cho, President and CEO of Samsung Mobile Display. “I believe the long-term agreement with Universal Display and the continued close

partnership between the companies will provide a platform for successfully establishing the OLED products as the mainstream display products.”

“As the world’s leading developer and manufacturer of active-matrix OLEDs, Samsung Mobile Display has been a true visionary and leader in setting out a path to seize the tremendous potential for OLEDs, including through the extremely popular line of Galaxy S smart phones. SMD has been an excellent partner since we started working together over ten years ago,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “We are extremely pleased to continue this strong relationship with SMD to support them with state-of-the-art technologies and materials as they continue to develop and introduce exciting new OLED display products to the marketplace. Working even more closely, we look forward to realizing the full growth potential for the OLED display industry.”

With an increasing number of OLEDs reaching the marketplace, their performance advantages are easy to see. Thinner, lighter and more pleasing to view, OLEDs offer much faster response times, wider viewing angles, higher contrast ratios and brighter, more saturated colors – for a more enjoyable viewing experience. With Universal Display’s proprietary [UniversalPHOLED](#) technology and materials, OLEDs can also be more energy efficient than LCDs.

The agreements announced today are an OLED Patent License Agreement and a Supplemental OLED Material Purchase Agreement. Under the license agreement, Universal Display has granted SMD license rights under various patents owned or controlled by Universal Display to manufacture and sell certain phosphorescent OLED display products. In consideration of the license grant, SMD has agreed to pay Universal Display a license fee over the term of the license agreement.

Under the supplemental agreement, SMD has agreed to purchase and Universal Display has agreed to supply a minimum amount of phosphorescent OLED material for SMD’s use in the manufacture of licensed products, subject to Universal Display being able to supply sufficient quantities to meet SMD’s requirements. The agreements run through December 31, 2017.



About Samsung Mobile Display

Samsung Mobile Display Co., Ltd (SMD) was established in January 2009 as a joint venture between Samsung Electronics and Samsung SDI. Bringing together Samsung's cutting-edge technological capabilities in LCD and AMOLED, SMD is committed to providing a comprehensive range of display solutions including AMOLED and TFT-LCD in one convenient channel.

As a total solution provider, SMD is striving to light up the future with next-generation technologies such as flexible and transparent displays.

For more information, visit www.samsungsmd.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 1,200 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. To learn more about Universal Display, please visit www.universaldisplay.com.

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