



Press Release

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FOR IMMEDIATE RELEASE

UNIVERSAL DISPLAY CHIEF TECHNICAL OFFICER DR. JULIE BROWN HONORED WITH A 2011 FELLOW AWARD BY THE SOCIETY FOR INFORMATION DISPLAY

Ewing, New Jersey – May 16, 2011 – [Universal Display Corporation](#) (NASDAQ: PANL), enabling energy-efficient displays and lighting with its [UniversalPHOLED®](#) technology and materials, today announced that Dr. Julie Brown will be recognized by the [Society for Information Display](#) (SID) with a 2011 Fellow Award for her outstanding contributions to the display industry. Dr. Brown will be honored at an awards banquet this evening, as part of [SID's annual International Symposium, Seminar and Exhibition](#), being held May 15 - 20, 2011 at the Los Angeles Convention Center.

Dr. Brown will be presented an SID Fellow Award, which honors individuals who have made a widely recognized and significant contribution in advancing display innovation. She has been a leading technologist driving the development of state-of-the-art OLED technologies for displays and lighting since 1998.

“Dr. Brown is a remarkable and respected scientist and colleague, and she’s been a driving force behind our continued OLED innovations for displays and lighting,” said Steven V. Abramson, President and Chief Executive Officer of Universal Display. “This is a well-deserved award. Julie’s contributions to OLED technologies, specifically in Universal Display’s phosphorescent OLED technology and materials, have played an important role in bringing OLEDs into the mainstream. Her leadership skills and work ethic embody ‘Vision. Innovation. Reality.’ Universal Display’s philosophy of

envisioning the future of technology, developing solutions to meet that vision and making that vision a reality.”

Universal Display is the recognized leader in high-performance, energy-efficient phosphorescent OLED technology and materials, as well as related OLED technologies that deliver manufacturing and device performance advantages. With a comprehensive patent portfolio and technical expertise that covers these and other OLED technologies worldwide, Universal Display licenses its state-of-the-art OLED technologies, sells its proprietary UniversalPHOLED materials, and provides customized technology development and transfer services for its OLED display and lighting customers.

To see how Universal Display is changing the face of the display and lighting industries with its UniversalPHOLED[®], white OLED and flexible OLED technologies, please visit the company at www.universaldisplay.com.

About SID

The Society for Information Display (SID) is the only professional organization focused on the display industry. In fact, by exclusively focusing on the advancement of electronic-display technology, SID provides a unique platform for industry collaboration, communication and training in all related technologies while showcasing the industry's best new products. With more than 6,000 members worldwide, the organization's members are professionals in the technical and business disciplines that relate to display research, design, manufacturing, applications, marketing and sales. To promote industry and academic technology development, while also educating consumers on the importance of displays, SID hosts more than 10 conferences a year, including Display Week, which is the premier international gathering of scientists, engineers, manufacturers and users in the field of electronic information displays. For more information, visit <http://www.sid.org/>.

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, Chimei Innolux Corporation, DuPont Displays, Inc., Konica Minolta Technology Center, Inc., LG Display Co., Ltd., Moser Baer Technologies Inc., 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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