UNIVERSAL DISPLAY CORPORATION™

Press Release

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FOR IMMEDIATE RELEASE

UNIVERSAL DISPLAY CORPORATION INTRODUCES NEW PHOLED EMISSIVE LAYER MATERIAL SYSTEMS

New emitter/host systems for red, green, and yellow materials offer enhanced performance for OLED displays and lighting

EWING, N.J.—June 04, 2012—Universal Display Corporation (NASDAQ: PANL), enabling energy-efficient displays and lighting with its UniversalPHOLED® technology and materials, will introduce new red, green, and yellow UniversalPHOLED products during the 2012 Society for Information Display (SID) International Symposium, Seminar, and Exhibition. The new offerings include novel emission layer material systems with enhanced performance to provide OLEDs with additional advantages for smartphones, TV's, and solid-state lighting.

"Our ongoing innovations in new materials and technology have allowed us to expand our product line-up that include new high-performance emissive layer systems for red, green, and yellow," said Steven V. Abramson, President and Chief Executive Officer of Universal Display. "These next-generation systems contain our proprietary, highly efficient UniversalPHOLED emitter materials as well as novel host systems. These host systems combine our proprietary, cost-effective host materials with host materials from partner companies. The advances that we continue to demonstrate in our UniversalPHOLED technology and materials are key to state-of-the-art performance in OLED displays and lighting products."

Universal Display's phosphorescent OLED technology and materials have demonstrated a four-to-one power advantage over other OLED technologies, resulting in record energy-efficient

OLEDs. The new red UniversalPHOLED system, with CIE color coordinates of (0.66, 0.34), offers a luminous efficiency of 29 candelas per ampere (cd/A) with an operating lifetime of 600,000 hours (to 50% of initial luminance). The new green UniversalPHOLED system with CIE coordinates of (0.31, 0.63) offers 85 cd/A and an operating lifetime of 400,000 hours. The yellow system with CIE coordinates of (0.44, 0.54) offers 81 cd/A and 1,450,000 hours of operating lifetime.

Since 2003, the company has offered UniversalPHOLED emitters for commercial applications, and today offers a line of red, green, yellow, and light blue emitters for use in OLED display and lighting products. Recently, the company introduced high-performance host materials to its product line. The company's proprietary hosts can be used alone or, as recently developed, in combination with complementary hosts from its material company partners. Designed to optimize the performance of the company's UniversalPHOLED emitter products, these host systems have also been developed to provide cost-effectiveness in display and lighting applications.

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 cover 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.

About Universal Display Corporation

Universal Display Corporation (Nasdaq: PANL) is a leader in developing and delivering state-of the-art, organic light emitting diode (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 1,400 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., Lumiotec, Inc., Moser Baer Technologies Inc., Panasonic Idemitsu OLED Lighting Co., Pioneer Corporation, 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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