UNIVERSAL DISPLAY CORPORATION

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Universal Display Showcases Its Eco-Friendly, 'Green' PHOLED Technology at EcoFocus/New York

Universal Display's Energy Efficient and Environmentally Friendly Phosphorescent OLED (PHOLED) Technology Offers Manufacturers a 'Green' Technology to Incorporate into Display and Lighting Products

EWING, N.J.--(BUSINESS WIRE)--Universal Display Corporation (NASDAQ:PANL), an innovator behind today's and tomorrow's displays and lighting through its UniversalPHOLED™ phosphorescent OLED technology, today is exhibiting the environmental, energy efficient and "green" benefits of its OLED technology at Pepcom's EcoFocus/New York, to be held from 6:00 to 9:00 PM ET at the Metropolitan Pavilion in New York City. The company will be exhibiting at EcoFocus as a member of the OLED Association. Launched in 2009, EcoFocus/New York features "a wide range of green products, services and initiatives from some of the industry's most influential and innovative companies."

"Energy efficiency and eco-friendliness are at the core of our proprietary PHOLED technology"

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During the event, Universal Display's Vice President of Technology Commercialization, Janice Mahon, will showcase display and lighting product prototypes, and share technical information and advances that illustrate the inherent energy efficiency, smaller carbon footprint and environmental benefits of the company's PHOLED technology and materials for displays and lighting.

Among the product prototypes will be Universal Display's wrist-worn, flexible PHOLED display, developed jointly with LG Display and L-3 Communications for the U.S. Department of Defense. In addition, the company will showcase a scaled white PHOLED lighting atrium, transparent PHOLED pixels, and commercial products that currently use Universal Display's PHOLED technology.

"Energy efficiency and eco-friendliness are at the core of our proprietary PHOLED technology," said Steven V. Abramson, President and Chief Executive Officer of Universal Display. "Lighting and display manufacturers are facing a growing demand for green products that are not only better for the environment, but also offer energy cost savings for consumers and businesses. While solutions like compact fluorescent lamps (CFLs) are helping to decrease energy demand, the presence of mercury and the related disposal issues for these products create offsetting environmental disadvantages."

"In reality, manufacturers are calling for a technology that is green throughout the product lifecycle. Our PHOLED technology meets this need and has the potential to be at the core of next generation products and devices for displays and lighting," Mr. Abramson concluded.

Over the past two years, Universal Display has reported consistent progress in the efficiency and lifetime of its PHOLED technology and materials. Earlier this month, the company presented recent advances in the efficiency, color and lifetime of white PHOLED devices for lighting applications. The company's research and development efforts have accelerated PHOLED technology closer to meeting the U.S. Department of Energy's solid-state lighting targets, as well as the requirements of Energy Star, a joint specification between DOE and U.S. Environmental Protection Agency.

About Universal Display Corporation

Universal Display Corporation is a world leader in developing and commercializing innovative OLED technologies and materials for use in flat panel displays, solid-state lighting products, electronic communications and other opto-electronic devices. Universal Display is working with a network of world-class organizations, including Princeton University, the University of Southern California, the University of Michigan, and PPG Industries, Inc. Universal Display has also established numerous commercial relationships with companies such as Chi Mei EL Corporation, DuPont Displays, Inc., Konica Minolta Technology Center, Inc., LG Display Co., Ltd., Samsung SDI Co., Seiko Epson Corporation, Sony Corporation, Tohoku Pioneer Corporation and Toyota Industries Corporation. Universal Display currently owns or has exclusive, co-exclusive or sole license rights with respect to more than 940 issued and pending patents worldwide.

Universal Display is located in the Princeton Crossroads Corporate Center in Ewing, New Jersey. The Company's state-of-the-art facility is designed to further technology and materials development, technology transfer to manufacturing partners and work with customers to develop OLED products that meet their needs. Visit Universal Display on the Web at www.universaldisplay.com.

All statements in this document that are not historical, such as those relating to Universal Display Corporation's technologies and potential applications of those technologies, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. You are cautioned not to place undue reliance on any forward-looking statements in this document, as they reflect Universal Display Corporation's current views with respect to future events and are subject to risks and uncertainties that could cause actual results to differ materially from those contemplated. These risks and uncertainties are discussed in greater detail in Universal Display Corporation's periodic reports on Form 10-K and Form 10-Q filed with the Securities and Exchange Commission, including, in particular, the section entitled "Risk Factors" in Universal Display Corporation's annual report on Form 10-K for the year ended December 31, 2008. Universal Display Corporation disclaims any obligation to update any forward-looking statement contained in this document.

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