UNIVERSAL DISPLAY CORPORATION

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Universal Display to Showcase OLED Technology Advances and Universal PHOLED Materials at The SID 2008 International Symposium, Seminar and Exhibition

EWING, N.J.--(BUSINESS WIRE)--Universal Display Corporation (NASDAQ:PANL), an innovator behind today's and tomorrow's displays and lighting through its Universal PHOLED™ phosphorescent OLED technology, announced today that it will exhibit and present advances on the Company's highly-efficient PHOLED materials and other OLED technologies at the 2008 Society for Information Display (SID) International Symposium, Seminar & Exhibition, at the Los Angeles Convention Center in Los Angeles, CA. The Company will be located at Booth #260 from May 20th – 22nd.

"With mass production and broader commercialization of OLED technology underway, SID 2008 is a great opportunity to witness the excellent performance attributes and advantages that OLED products possess"

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Sidney D. Rosenblatt, Executive Vice President and Chief Financial Officer of Universal Display, will report on recent business highlights at the SID/Cowen 2008 Display Investors Conference on Tuesday, May 20th at 2:45 p.m. in Room 515B. Mr. Rosenblatt's presentation is titled "Universal PHOLED™ Displays move into Mass Production."

In addition, Dr. Mike Hack, Vice President of Strategic Product Development at Universal Display, will participate in the 2008 Evening Panel Discussion on Tuesday, May 20th at 8:00 p.m. in the Wilshire Grand Hotel, Los Angeles, CA. He and other leading experts in the field will discuss the current state and future of the OLED industry.

Universal Display scientists will also present technical papers in various sessions during the symposium held throughout the week:

- Dr. Sean Xia, Senior Research Scientist at Universal Display, will present a joint paper with Seiko Epson Corporation titled "Printable Phosphorescent Organic Light Emitting Devices" in Concourse Hall 152 on Wednesday, May 21st, at 9:20 a.m.
- Universal Display's Dr. Rui-Qing (Ray) Ma, Department Manager, Flexible OLED Displays, is presenting recent findings from Universal Display's collaboration with Professor Jin Jang of Kyung Hee University in a paper titled "Highly Flexible Low Power Consumption AMOLED Displays on Ultra-Thin Stainless Steel Substrates" on Wednesday, May 21st, during the 10:40 a.m. session in Concourse Hall 152.
- Dr. Brian D'Andrade, Senior Scientist, in collaboration with the University of Michigan and University of Southern California teams, is presenting a paper titled "Blue Phosphorescent Organic Light Emitting Device Stability Analysis" on Thursday, May 22nd, at 11:40 a.m. in Concourse Hall 152.
- In a joint paper with the University of Southern California, Universal Display's Dr. Jason Brooks, Senior Scientist, will present a poster paper titled "A Near-Infrared Phosphorescent OLED for Day/Night Display" in a poster session on Thursday, May 22nd, at 4 p.m. in Exhibit Hall B.
- Dr. D'Andrade is also presenting a Late-News paper that incorporates performance data using materials from LG Chem, with whom Universal Display recently announced a joint collaboration. The paper, titled "Extremely Long-Lived White Phosphorescent OLEDs with Minimal Organic Materials," will be given on Friday, May 23rd at 10:20 a.m. in Concourse Hall 152.

"With mass production and broader commercialization of OLED technology underway, SID 2008 is a great opportunity to

witness the excellent performance attributes and advantages that OLED products possess," said Steven V. Abramson, President and Chief Executive Officer of Universal Display. "SID also offers the ideal venue for Universal Display to showcase its OLED technology innovations, including its phosphorescent, transparent, white and flexible OLED technologies, and how such technological advances may lead to new products for next-generation display and lighting applications."

Universal Display currently has partnerships with many of the world's leading display and lighting developers and manufacturers. The Company is playing a key role in the commercialization of high-performance phosphorescent OLED technology for a variety of applications. Universal PHOLED technology offers up to four times the efficiency of conventional OLED technology - a key advantage in developing OLEDs for solid-state lighting and power-hungry display devices. Over the past few years, the Company has announced a series of record-breaking performance milestones for its red, green and blue PHOLED systems. The Company's Universal PHOLED technology can be found in a variety of cell phone, multi-media players and other display devices already on the market, and this technology has been critical in the development of novel OLED lighting and display applications for the U.S. Government.

To see how Universal Display Corporation is changing the face of the display industry, please visit the Company at Booth #260 or at http://www.universaldisplay.com.

About the SID International Symposium, Seminar and Exhibition

The SID International Symposium, Seminar and Exhibition, now in its 46th year, is the premier international gathering of scientists, engineers, manufacturers and users in the electronic-display industry. The event provides access to a wide range of technology and applications from high-definition flat-panel displays using both emissive and liquid-crystal technology to the latest in OLED displays and large-area projection-display systems. One can find state-of-the-art information on the latest in image processing, systems software and display processor hardware, human factors and applied vision, and exciting new applications such as multimedia and the electronic cinema. With more than 550 booths and 8,000 attendees, SID is the leading North American show for the electronic-display industry.

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 825 issued and pending patents worldwide.

Universal Display is located in the Princeton Crossroads Corporate Center in Ewing, New Jersey, minutes away from its research partner at Princeton University. Universal Display'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, 2007. Universal

Display Corporation disclaims any obligation to update any forward-looking statement contained in this document.

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