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FOR IMMEDIATE RELEASE

PANASONIC EXPANDS OLED LINE WITH “DAYLIGHT WHITE” AND “NATURAL WHITE” MODULES

Available in North America from Universal Lighting Technologies

NASHVILLE, Tenn. (August 15, 2012) – Panasonic Corporation Eco Solutions Company introduces “daylight white” (5,000K) and “natural white” (4,000K) OLED lighting modules. Available in North America only from Universal Lighting Technologies, these OLED modules feature the world’s highest level of color rendering (CRI>90) along with a product life of 10,000 hours—ten times as long as an ordinary incandescent lamp.

Organic LEDs, or OLEDs, are comprised of multiple thin layers of organic compounds that emit light when energized. The different layers within the OLED provide different colors of light, but when combined together in a single panel, they produce a high-quality white light. This method of light production generates little heat and is very efficient. And Panasonic’s ultra-thin design (9mm x 11mm) makes it simple for OEMs to embed these modules into a wide variety of new styles and designs of lighting fixtures. A “slide-in” structure also allows for quick and easy panel replacement.

Previously available only in “warm white” (3,000K), Panasonic’s new color options allow lighting fixture manufacturers to utilize the soft, even lighting that only comes from OLED technology in a much wider range of applications. In addition, OLED technology allows each fixture to be individually dimmed to set optimal light levels for different lighting environments. These modules are mercury-free and emit no UV rays, which can be damaging to light-sensitive materials.

Panasonic OLED modules incorporate the OLED Lighting Panel launched by Panasonic Idemitsu OLED Lighting Co., Ltd., (PIOL) in September 2011. PIOL is a joint venture of Panasonic Corporation Eco Solutions Company and Idemitsu Kosan Co., Ltd., established in 2011. Making use of various global networks (including Universal Lighting Technologies), Panasonic Corporation Eco Solutions Company is currently developing and selling OLED modules for application-specific products ranging from lighting fixtures to furniture, cars, and home electronic equipment for various manufacturers worldwide.

To learn more, call Universal Lighting Technologies at 1-800-BALLAST.

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Universal Lighting Technologies, Inc., produces some of the world’s most advanced linear fluorescent, compact fluorescent, HID, eHID, and LED solutions for commercial lighting applications, as well as the most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies joined the Panasonic family of companies as a wholly owned subsidiary of Panasonic Corporation Eco Solutions Company in 2007. Today, the company manufactures and distributes products under the Universal®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, EVERLINE™, and Signa® brand names.

Universal Lighting Technologies — Energy Intelligence in Lighting.

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products in three business fields, consumer, components & devices, and solutions. Based in Osaka, Japan, the company recorded consolidated net sales of 7.85 trillion yen for the year ended March 31, 2012. Panasonic's stock is listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) Stock Exchanges. The company has the vision of becoming the No. 1 Green Innovation Company in the Electronics Industry by the 100th year of its founding in 2018. For more information on Panasonic, its brand and commitment to sustainability, visit the company's website at <http://panasonic.net/>.

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