PRESS RELEASE

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Ciba develops long-lifetime phosphorescent material for Novaled's OLED technology

- **Red phosphorescent emitter functions optimally with Novaled's proprietary technology for highly power-efficient OLEDs**
- **Delivers lifetime of 50,000 hours at initial brightness of 1,000 cd/m2**
- **Supports market trend toward high-performance, low-voltage OLED devices**

Ciba has developed a deep red phosphorescent OLED emitter that functions optimally in combination with the Novaled PIN OLED™ technology, delivering a lifetime of 50,000 hours at an initial brightness of 1,000 cd/m^2. The new material supports the market trend toward high-performance, low-voltage OLED devices for display and lighting applications.

"We want to provide the market with efficient phosphorescent materials," says Rolf Drewes, Global Head of Business Line Electronic Materials at Ciba. "In this project, we are developing the full color range of emitters compatible with Novaled's proprietary OLED technology. Our deep red, the first to become commercially available, offers customers not only long-lifetime performance but also excellent thermal stability. Green and blue are now in progress."

"Phosphorescent emitter materials together with low-voltage devices are mandatory for the future of the OLED industry, and Novaled is very pleased to see a key industry player developing such materials," adds Gildas Sorin, CEO of Novaled AG. "This deep red phosphorescent material provides a long lifetime at a lowest operating voltage of 3.3 V as well as good power efficiency of 8.1 lm/W, making it suitable for displays as well as for completely new lighting applications. OLED technology even has potential to surpass the efficiency of energy-saving bulbs."

Made of thin organic material layers only a few nanometers thick, OLEDs are semiconductors that emit light in a diffuse way to form an area light source. In 2006, Ciba and Novaled entered an industrial collaboration to create organic dopant and transport materials for the Novaled PIN OLED™ technology, which enables highly power-efficient OLED performance.

Novaled AG is a world-leading company in the OLED (organic light-emitting diode) field specialized in high efficiency, long-lifetime OLED structures and an expert in synthetic and analytical chemistry. The company offers complete solutions to the organic electronic markets, commercializing its Novaled PIN OLED™ technology along with its proprietary OLED materials. Novaled has developed long-term partnerships with major OLED players worldwide. Based on more than 350 patents granted or pending, Novaled has a strong IP position in OLED technology. For more information, visit www.novaled.com.

Ciba (SWX: CIBN) is a leading global company dedicated to producing high-value effects for its customers' products. We strive to be the partner of choice for our customers, offering them innovative products and one-stop expert service. We create effects that improve the quality of life – adding performance, protection, color and strength to plastics, paper, automobiles, buildings, home and personal care products and much more. Ciba is active in more than 120 countries around the world and is committed to being a leader in its chosen markets. In 2007, the Company generated sales of CHF 6.5 billion from continued operations and invested over CHF 260 million in R&D.

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