

PRESS RELEASE

Dresden, Germany, 7th April 2010

Gerd Günther joins Novalled Management Board

Gerd Günther, Novalled Vice President Marketing & Sales, is appointed member of the Management Board of the Company as per April 1st, 2010

Gerd joined Novalled in March 2005 as VP M&S. Since Novalled has continuously developed its business and established deep partnerships with key Corporate's around the world dealing with OLED for display and lighting.

In 1989 Gerd Günther accomplished his diploma in business administration at the Nuremberg Hochschule, with specialisation in Marketing. After having worked two years as Marketing Assistant at Medicare Pfrimmer in Erlangen, Gerd Günther joined in 1991 Grundig AG in Fuerth, starting an impressive career as "Product Manager for Portable Audio".

Three years later he took over the position of the "General Manager of the Grundig Hong Kong Office", where under his responsibility the Business Unit Portable Audio was developed into high profitability. Having returned to Fuerth in 1997, Gerd Günther held the functions "Head of the Group Marketing Audio/Hifi", "General Manager Marketing Sound and Car Audio" as well as "Director Marketing, Consumer Electronics", driving the product management and sales activities of the Consumer Electronic division.

"Novalled has demonstrated its capacity to become a recognized OLED world leader in the past years" says Thilo von Selchow, Novalled Chairman, "with the OLED display market taking off and the promising OLED lighting in front of us the company would develop its business in the coming years. It is the appropriate time for Gerd to join the Management Board".

"I am delighted to have Gerd joining the Management Board" says Gildas Sorin, Novalled CEO "since his arrival at Novalled Gerd has demonstrated his capability to develop the business of the company. As member of the Management Board I am very confident that he will reinforce his contribution to the Novalled growth."

about OLEDs

OLEDs (organic light-emitting diode) are semiconductors made of thin organic material layers of only a few nanometers thickness. They emit light in a diffuse way to form an area light source. In a fast growing display market OLEDs are key part of a revolution: the dream of paper-thin, highly efficient displays with brilliant colors and great flexibility in design. OLEDs represent the future of a vast array of completely new lighting applications. By combining color with shape, organic LEDs will create a new way of decorating and personalizing surroundings with light.

about Novalled

Novalled AG is a world leading company in the OLED 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 Novalled PIN OLED® technology along with its proprietary OLED materials. Novalled has developed long term partnerships with major OLED players worldwide. Based on more than 400 patents granted or pending, Novalled has a strong IP position in OLED technology, and was named No. 1 on a list of coming world market leaders by the German newspapers Handelsblatt and Wirtschaftswoche. Main investors are eCAPITAL, Crédit Agricole Private Equity, TechnoStart, TechFund and CDC Innovation. For details please visit www.novalled.com.

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