



***Add-Vision Inc. enters into Joint Development Agreement (JDA) with Top-Tier Printing Company***

**SCOTTS VALLEY, California USA, July 11, 2007**

Add-Vision Inc. announces today the commencement of a joint development agreement (JDA) with a top-tier, multi-national printing company. This JDA partner is now the second manufacturer to join Add-Vision in exploiting its fully-printed OLED display technology. The goal of the JDA partnership is to rapidly transfer Add-Vision's flexible OLED technology to the manufacturing partner to ensure full scale up of display manufacturing in 2008. The name of the JDA partner will be publicly disclosed in the coming weeks.

Add-Vision and its JDA partner have recently begun the first phase of the JDA program, successfully completing on-site training at Add-Vision's Advanced R&D center in Scotts Valley, California. By September 2007, the development teams anticipate fabricating P-OLED displays on site of the manufacturing partner, using its facilities, equipment and trained personnel. Add-Vision will supply proprietary inks and materials, as well as provide technology transfer services covering the most important aspects of display manufacturing, including ink handling, printing, processing, encapsulation and testing. The vision of the partnership is to apply Add-Vision's display technology to create a novel platform of "intelligent" media products, one that allows product designers to display dynamic information and messaging from otherwise ordinary printed media products.

Matthew Wilkinson, Add-Vision's President and CEO commented, "We are enthusiastic about entering into this JDA agreement with an internationally recognized printing company. This marks yet another important milestone in our plan to commercialize P-OLED display technology, and combines our leadership in flexible P-OLED technology with the vast marketing and operational resources of a manufacturing giant from the printing industry. I am confident that this partnership will spawn a host of novel display products that are truly differentiated in performance over traditional ink-on-paper, thick-film EL and discrete LEDs in the target applications. I believe this JDA also highlights the pent-up interest by the printing industry to exploit a low-cost, light-emissive display technology that can offer eye-popping brightness, dynamic messaging capabilities and a form factor that is ultra-thin and flexible."

**About Add-Vision**

Add-Vision Inc. is a pioneer in the development of polymer organic light-emitting diode (P-OLEDs) display technology for use in flexible low-resolution display and specialty lighting applications. The company's unique P-OLED technology offers a unique set of display characteristics and cost performance, including high brightness potential, low DC voltage operation, wide color gamut, flexible form factor and ultra low cost. Add-Vision offers a comprehensive IP package for its market, including advanced inks and materials, access to relevant patents, as well as training and technology transfer services. Add-Vision is headquartered in Scotts Valley California (USA) and is backed by a committed syndicate of investors.

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