



**LCD TV ASSOCIATION ANNOUNCES TWO NEW SUSTAINING MEMBERS:
ATEL CORPORATION AND LINDE**

Technology Leaders to Help Advance the Growth and Improvement of the LCD TV Supply Chain

LAS VEGAS, Nev., January 11, 2012 – The [LCD TV Association](#), a global, not-for-profit marketing trade association chartered to inform, promote, improve and connect the entire LCD TV supply chain, today announced that two new sustaining members have joined the organization to help advance LCD TV-related products and strengthen the global LCD TV supply chain. Specifically, ATEL Corporation, a leader in advanced IC's and solutions from microcontrollers to mixed signal and RF components, and Linde, a world-wide supplier of gas products and engineering for global manufacturing, have joined this elite group of worldwide LCD TV supply chain companies.

"We are pleased to welcome these new members and their efforts to support the improvement and promotion of the entire LCD TV industry ecosystem, including LCD TV products and the related supply chain," said Bruce Berkoff, Chairman of the LCD TV Association.

Ian Watson, President of Quinn Pacific and LCD TV Association Advisory Board Member commented, "We are thrilled to see leading companies in their respective areas such as ATEL and Linde join the LCD TV Association to help in the continuous efforts to improve the whole supply chain for LCD TVs from components to brands in an effort to keep making better products for people around the world."

Tushar Dhayagude, Director of Marketing at ATEL, added, "We are pleased to continually broaden our efforts to help LCD TV manufacturers develop better and even more energy-efficient products each year. We value the efforts of the LCD TV Association in helping in the long term road maps in these areas."

Andreas Weisheit, Head of TFT-LCD for Linde, commented, "Linde is constantly looking for ways to help panel manufacturers improve their use of critical materials. We are very pleased to be joining the Association and lending our support to key initiatives for a stronger and greener LCD-TV supply chain."

Vast improvements are continuously being made in LCD TV products—ranging from energy efficient LED lighting subsystems to the removal of heavy metals from the glass and electronics inside the panel—resulting in the cleanest and most environmentally-friendly, full HDTV displays the world has ever known. The growing LCD TV Association member roster will help in the organizations charter to foster a better understanding of LCD TV technology and activities, such as the Green TV program, while creating better products for consumers and the environment.

For more information on the LCD TV Association, it's membership, activities and related white papers, or to join, please visit us on the web at www.LCDTVAssociation.Org or email us at membership@lcdtvassociation.org. To view the latest version of the LCD TV Association's newsletter, "LCD Matters", visit <http://www.lcdtvassociation.com/lcdtvmatters.html>

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About the LCD TV Association

The LCD TV Association is a global, non-for-profit marketing trade association, formed to help the entire LCD supply chain and retail channel through to the end consumer via various communication tools, including speeches, interviews, sponsored research, as well as industry newsletters, meetings and standards settings—resulting in information distribution. Participating at the many industry trade and consumer shows around the world to help promote members' interests, as well as creates better LCD TVs for everyone. We encourage and engage in discussions to promote the industry overall, as well as helping foster healthy competition and create better products with higher value propositions for consumers and retailers alike. The LCD TV Association can help fight the growing "specsmanship" in trade publications and refocus conversations on true image quality and understanding for consumers, and help the whole LCD TV ecosystem to improve and thrive. For more information on the LCD TV Association, its membership, related white papers, or to join, please visit us on the web at www.LCDTVAssociation.Org.

The LCD TV Association's "Sustaining Member" companies currently include Atmel, Amtran, Applied Materials, Corning, NPD DisplaySearch, Dolby Laboratories, the Flex Tech Alliance, Fusion Optix, LG Display, LG Electronics, LG Innotek, Linde, Merck KGaA, mSilica, NOVA Chemicals, Quinn Pacific, Retrevo ,TAOS, Uni-Pixel, Veritas et Visus, Vizio, Westinghouse Digital Electronics, and Xilinx.

About Atmel

Atmel Corporation (Nasdaq: ATML) is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on industrial, consumer, communications, computing and automotive markets. See www.atmel.com for additional information.

About Linde

The Linde Group is a world-leading gases and engineering company with around 48,500 employees working in more than 100 countries worldwide. With its role as

pioneer in replacing greenhouse gases from the Flat Panel Industry manufacturing process, and dedicated process gas production facilities in key region in Asia and globally, Linde Electronics is at the forefront of gas and chemical supply to the TFT LCD industry, helping to reduce materials consumption and increase throughput of fabs. For more information, visit www.linde.com.