

October 30, 2008 Thursday 3:51 PM GMT

**Plastic Logic Earns Award for Innovation from the Plastic Electronics Foundation;
"Best Technology Developer" Recognition for the Plastic Logic Reader**

Plastic Logic has been recognized by the Plastic Electronics Foundation with one of its first Awards for Innovation. Plastic Logic received the award for 'Best Technology Developer 2008' for the most innovative development in organic electronics - the development of Plastic Logic's innovative new electronic reading device. The award was presented at this week's 4th Global Plastic Electronics Conference and Showcase held in Berlin.

The Plastic Logic Reader, due to the market in the Spring 2009, is differentiated by a stunning form factor that is large (the size of 8.5 x 11-inch paper), thin, light and robust - about the size of a pad of paper. It is distinguished by a high-quality reading experience that is better than alternatives of paper or other electronic readers on the market today. Core to the product is its display, based on Plastic Logic's groundbreaking plastic electronics technology that uses high-resolution transistor arrays on flexible plastic substrates, manufactured at a low temperature. For more information on the Plastic Logic Reader, go to <http://www.Plasticlogic.com> .

"We are honored by this award for excellence in innovation for the Plastic Logic Reader. It really celebrates eight years of pioneering research and development in plastic electronics that have gone into the commercialization of our first product," said Plastic Logic CEO Richard Archuleta. "It is always a high honor to be recognized by industry peers."

Nominations for the foundation's first-ever Awards for Innovation were received from across the industry and the world and were judged by a prestigious panel of industry leaders. The President of the Plastic Electronics Foundation, Ed van den Kieboom, presented the award to Plastic Logic together with awards sponsor Invest in Germany. Two other awards from the foundation were presented for the most original and revolutionary research in academia and the most innovative application of organic electronics by an end user.

About The Plastic Electronics Foundation

The Plastic Electronics Foundation is a non-profit organization that initiated the Plastic Electronics Conference and Showcase with its first international edition in 2005. The focus of the Plastic Electronics event is to provide for an annual and global meeting platform for professionals and executives from business, industry, research institutes and academia with interests and stakes in organic electronics.

About Plastic Logic

Plastic Logic's mission is to lead a revolution in the way people acquire, organize and consume information. We are using our proprietary technology leadership in plastic electronics to create a range of innovative products. Our first product, focused on reading digital content, will enter the marketplace in Spring 2009.

Founded in 2000 by researchers out of the Cambridge University Cavendish Laboratory, the Company has received more than \$200 million in funding from leading international technology firms and investors. Plastic Logic has research and development in Cambridge, England; high-volume, state-of-the-art manufacturing in Dresden, Germany; and executive management, product engineering, sales and marketing headquartered in Mountain View, California. For more information please go to <http://www.plasticlogic.com> .