

Dear Customer,

Thank you for your consistent supports to E Ink over the past years.

As you may know, E Ink is the market leader of EPD products with leading-edge electrophoretic technology. To further dedicate the resources towards developing EPD business, E Ink made the strategic decision to phase out the production of TFT-LCD products with the end of life ("EOL") day on Sep. 30, 2016

The plan is as follows:

Last order date : Mar.31, 2016

Last delivery date: Sep. 30, 2016

Please provide us with your last time buy POs under the term of NCNR
(Non- cancellable, no reschedule)

E Ink values the business relationship with our customers and will endeavor to take any action necessary to mitigate the impact to customers. E Ink sales representative will reach out to you soon to discuss the customer needs of last time buy as well as the possibility of developing alternative solutions in respond to the TFT-LCD products phase out plan.

We appreciate your kind understanding and wish your company continuous success and prosperity.

Should you have any questions, please do not hesitate to contact: cornel@eink.com

 Nov. 27, 2015

Jeff Chang

General Manager, LCD BU

E Ink Holdings Inc.