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FUJIFILM Announces Comprehensive Wide Format Digital Printing Initiative

VALHALLA, N.Y. (April 9, 2007) – FUJIFILM Corporation (President and CEO: Shigetaka Komori, hereinafter FUJIFILM) announced today a comprehensive new initiative aimed at providing its customers with the means to produce high quality wide format digital graphics for a variety of applications.

FUJIFILM is already one of the world's largest suppliers to the digital printing industry. This new initiative combines the company's proven expertise and experience to deliver a family of wide format digital products and business solutions designed to meet virtually any wide format printing need.

"FUJIFILM has a long history as a leading supplier within both the graphics arts and digital imaging industries," said Nobuaki Inoue, corporate vice president, general manager, FUJIFILM Graphic Systems Business Division. "Our commitment to developing high quality products and solutions for the wide format digital graphics printing sector mirrors the direction our industry and our customers are headed."

Demand for digital is growing among all segments of the printing industry. The retail value of wide format digital graphic revenues, including ink, media and hardware, are projected to reach \$9.4 billion by 2008. "FUJIFILM intends to become a market leader by offering fully integrated wide format digital printing solutions," said Inoue. "We will provide our customers with the right digital printing products to meet market demands and our customers' specific needs."

FUJIFILM'S wide format digital product offerings will encompass a line-up of branded wide format digital printers, related consumables and services. Printers will be sourced through trusted OEM partners and developed to FUJIFILM specifications. The digital inks will be formulated and manufactured by FUJIFILM Sericol, a subsidiary of FUJIFILM acquired in 2005. FUJIFILM'S graphic arts subsidiaries in the U.S. and Canada will provide sales, distribution and technical support.

The backbone of FUJIFILM'S strategy is a unique, integrated wide format digital printing solutions approach. This includes printers, inks and other consumables as well as service and

technical support. The wide format digital printer offerings range from value-based solvent roll-to-roll and high resolution, mid-range UV flatbed printers, to the world's fastest and most productive UV flatbed presses. Solvent and UV inks have been specifically formulated for each printer platform to provide optimal reproducibility, adhesion, color vibrancy and durability on a wide range of substrates. FUJIFILM will support these products with a dedicated team of technical service, applications support, color management and training specialists. FUJIFILM also has one of the industry's largest distribution and logistics networks. This comprehensive support package will be combined with innovative business partnering programs, all designed to improve customers' efficiency and profitability.

A media campaign in numerous industry publications will publicize the program. The advertising campaign will feature the slogan, "Digitally Driven," which conveys FUJIFILM's complete commitment to the wide format digital printing market. The launch of this initiative is being supported in the U.S. and Canada through the joint resources of FUJIFILM Graphics Systems U.S.A., Inc., FUJIFILM Canada and FUJIFILM Sericol USA.

About FUJIFILM

FUJIFILM Group is a leading global provider of imaging, information and document-related products and services, and a pioneer of a wide range of digital systems. It had global revenues of Yen2.667 trillion (US \$22.8 billion, at the rate of Yen117=US \$1) in the year ended March 31, 2006 and 75,845 employees worldwide. Its Imaging Solutions segment includes digital cameras, color film as well as photofinishing equipment/services. Flat panel display materials, medical imaging, graphic arts and other businesses constitute its Information Solutions segment, and digital color copiers and other office products/services comprise the Document Solutions segment.

Through development and selective application of its advanced digital, network, image processing and other proprietary technologies, the FUJIFILM Group has expanded from its original field of silver-halide photographic films into diverse new business fields. As a global company with a reputation for the highest quality and reliability, FUJIFILM will use leading-edge, proprietary technologies to provide top-quality products and services that contribute to the advancement of culture, science, technology and industry, as well as improved health and environmental protection in society.

More information about FUJIFILM (NASDAQ:FUJI) is available at <http://www.fujifilm.com>.

About FUJIFILM Graphic Systems U.S.A., Inc.

FUJIFILM Graphic Systems U.S.A., Inc. is the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry. FUJIFILM provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.



Press Release

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on FUJIFILM – the industry's source for technology, solutions and support. For more information, please visit www.fujifilms.com.

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