

FUJIFILM Graphic Systems U.S.A., Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilmgs.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

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Fujifilm Reduces Its Greenhouse Gas Emissions with Methane Reclamation Program

Methane Gas From Landfill to Power Fujifilm Manufacturing Complex

VALHALLA, N.Y. (Sept. 9, 2007) – FUJIFILM announced earlier this year that its primary US manufacturing complex, located in Greenwood, S.C., will begin using methane gas from a local community landfill to power approximately 40 percent of the facility's operations.

Through an arrangement with Greenwood County and Methane Credit, LLC, methane gas will be extracted from the landfill and piped into the Fujifilm complex, where it will then be used in two of the facility's four boilers. The facility will use approximately 197 billion BTUs of methane-generated energy from the landfill per year – the equivalent of the amount of energy used to heat more than 5,000 homes each year.

“This is a situation where we have come up with a solution that is both good for our business, good for the community, and very good for the environment -- and that is something that's always been inherent in Fujifilm's culture globally,” said Johnny Udo, director of Environmental, Health & Safety for Fujifilm in South Carolina. “This landfill gas-to-energy project will help us reduce our greenhouse gas emissions by 10 percent, will significantly reduce our energy costs, and will reduce our dependence on fossil fuels. “

By using the methane as energy Fujifilm is preventing methane emissions, which are more than twenty times more damaging to the ozone than carbon dioxide, from being released into the atmosphere from the landfill. The amount of carbon dioxide-equivalent emissions avoided by this Fujifilm effort would be similar to that generated by 208,000 barrels of oil each year, or the equivalent of the emissions from more than 17,000 vehicles each year.

“We are extremely happy this project worked out,” said Robbie Templeton, Chairman of the Greenwood County Council. The County was facing a deadline imposed by the Environmental Protection Agency to reduce or eliminate methane emissions from the Landfill. In the absence of a partner like Fujifilm, the County's other option was to flare, or burn-off, the gas at the

landfill. "Once again FUJIFILM proves itself to be one of our best corporate citizens," Templeton continued.

Globally, Fujifilm is implementing a range of measures with the objective of contributing to sustainable development by designing products that take the environment into account, reducing packaging materials, and reducing greenhouse gas emissions. In addition to this project Fujifilm has committed itself to eco-sustainability measures, such as habitat and species preservation for the Giant Panda through its longstanding collaboration with the Smithsonian National Zoo, and the active pursuit of new energy fuels that will prevent global warming. By 2010, Fujifilm intends to reduce global energy consumption at its large manufacturing facilities by 10 percent from its 1999 numbers, and reduce carbon dioxide emissions by 20 percent from its 1990 numbers.

About FUJIFILM Manufacturing U.S.A., Inc.

FUJIFILM Manufacturing U.S.A., Inc., began manufacturing operations in South Carolina in 1988. The Greenwood manufacturing complex is currently comprised of five high technology manufacturing plants, the Greenwood Research Laboratories, and the largest Fujifilm distribution center in the world. The 1,100 Associates employed at the 500-acre complex currently manufacture digital and conventional pre-sensitized plates, QuickSnap one-time-use recyclable cameras, color photographic paper, medical imaging products, and projection screens.

About Fujifilm

Fujifilm brings continuous innovation and leading-edge products to a broad spectrum of industries including medical, life sciences, consumer electronic, chemical, graphic arts, information systems, photography and office products based on its vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company provides products and services that contribute to the advancement of culture, science, technology and industry, as well as to improved health and environmental protection. It is the global leader in digital minilabs; Computed Radiography systems; ink dyes, pigments and UV inks for inkjet printers and materials used in the production of flat panel displays. It was ranked number 15 for U.S. patents granted in 2006, employs more than 75,000 people worldwide and in the year ended March 31, 2007, had global revenues of \$23.6 billion. Fujifilm ADRs (American Depositary Receipts) are traded in the U.S. on the Nasdaq exchange (NASDAQ:FUJI). For more information, please visit www.fujifilm.com.

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