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**For Immediate Release**

## **FUJIFILM Graphic Systems U.S.A., Inc. Welcomes Masahiro Ota as President & CEO**

**VALHALLA, N.Y. (April 28, 2008)** – FUJIFILM Graphic Systems U.S.A., Inc. announced today that Masahiro Ota is the company's new president and chief executive officer. Ota replaces Hiro Tada, who has taken a new position as president and chief executive officer with Fujifilm's Medical Imaging Division.

"Fujifilm is well-positioned to face this challenging market, thanks not only to our ability to produce quality, reliable plates and prepress equipment, but also our ability to integrate new technologies – such as digital printing and wide format imaging – into our customers' operations," said Ota. "I'm looking forward to the taking on the challenges of this new position and working with our employees as well as our industry partners."

Ota joined Fujifilm in 1980 and first worked in human resources in the Fujinomiya site and in planning and administration for the recording media business in both Japan and Greenwood, South Carolina. Ota also worked in international marketing for the Graphic Systems Division in Japan.

Most recently, Ota was president of Fujifilm Starlight Graphic Systems (Shanghai) Co., Ltd. Created out of a partnership with the China Academy of Printing Technology, Fujifilm Starlight Graphic Systems represented a new sales company that departed from the traditional distributor model. As president, Ota was responsible for determining the company's policies and goals.

Within four years, Fujifilm Starlight Graphic Systems captured the top position in China's graphic systems market, increasing sales of both conventional and CTP plates and systems. With the structure created by Ota, Fujifilm Starlight not only grew rapidly and saw great success, but also is expected to continue to do so.

In 2007, Ota was named Guest Professor at the prestigious Beijing Institute of Graphic Communications.

As president and CEO of FUJIFILM Graphic Systems U.S.A., Inc., Ota will be responsible for guiding the company's U.S. efforts in the commercial printing and graphic arts market, including managing the relationships with Fujifilm Group companies Fujifilm Sericol and Fujifilm Hunt Chemicals.

**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.

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.fujifilmgs.com](http://www.fujifilmgs.com).

**About FUJIFILM**

Fujifilm Corporation brings continuous innovation and leading-edge products to a broad spectrum of imaging 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. 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 Depository Receipts) are traded in the U.S. on the NASDAQ exchange (NASDAQ:FUJI). For more information, please visit [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

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