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For Immediate Release

Fujifilm Reorganizes Sales Team

VALHALLA, N.Y. (April 29, 2008) – FUJIFILM Graphic Systems U.S.A., Inc. announced today the reorganization of its national sales team. The new structure is designed to allow the Fujifilm sales force to better serve and respond to customers’ needs, both in terms of new technologies and equipment as well as with consumables and other supplies.

Todd Zimmerman will assume the new position of Vice President, Field Sales, while Phil Kane will take on the role of Vice President, National Equipment Sales. Zimmerman will oversee all four of the company’s sales regions, as well as national accounts, pressroom products, newspaper products, Fujifilm sales specialists and dealer sales. Kane will lead digital equipment and electronic imaging sales.

Zimmerman and Kane, along with Steve Bennett, Vice President, Wide Format Sales, will report directly to Masahiro (“Sam”) Ota, new president and CEO. Bennett will continue to oversee the wide format group, as it expands its service and equipment offerings.

“The graphic communications industry continues to change rapidly and our ability to respond to this change quickly and efficiently has allowed Fujifilm to remain an industry leader,” said Zimmerman. “We believe that this new sales structure will better serve our customers and allow us to continue to provide them with the best solutions for their businesses.”

Zimmerman joined Fujifilm (formerly Enovation Graphic Systems, Inc.) in 2006 as Vice President of National Accounts. A long time veteran of the graphic arts industry, Zimmerman previously worked for Kodak (and Kodak Polychrome Graphics), where he held several sales and sales management positions. Zimmerman has a Bachelor of Science degree in Trade Technical Education, Graphic Arts from Ferris State University, a Master of Technology in Graphic Communications from Arizona State University and a Master of Business Administration from Northwestern University.

Kane’s worked with Fujifilm (formerly Enovation) since 2001, when he joined the company as Director of Business Development, Electronic Imaging. Prior to that position, Kane was National Sales Manager for Canopy, LLC, a joint-venture company formerly owned by

PrimeSource Corporation and Xeikon, Vice President of Sales for Screen USA, Sales Manager for Phillips & Jacobs (which became part of PrimeSource in 1994) and Vice President of Sales for Howson Algraphy.

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.

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.

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