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**FUJIFILM UNCOVERS POWER OF DIGITAL PRINTING TECHNOLOGIES
WITH LEADING INK JET SOLUTIONS TO HELP BUSINESSES GROW**

Fujifilm's Industry-Leading Printing Solutions Take Center Stage at Spring Exhibitions

VALHALLA, New York, March 25, 2008 – Fujifilm is revealing the impact of several recent acquisitions at four industry events this spring. Building on its recognized leadership in bringing imaging and printing technology and solutions to the printing and graphic arts industry, the company will showcase the individual and collaborative offerings of FUJIFILM Graphic Systems, FUJIFILM Sericol and FUJIFILM Dimatix. Fujifilm is demonstrating that through its extensive portfolio of products and business solutions for printers of all sizes and markets, it has the flexibility to help any customer maximize current investments while identifying emerging technologies that offer them new ways to increase revenue and profits.

Fujifilm will showcase the full portfolio of printing solutions and services, including traditional offset, digital wide-format inkjet, and numerous hybrid solutions, in its booth at several upcoming industry shows, including the **ISA Sign Expo** in Orlando, Fla., on March 27-29, the **NEXPO Newspaper Show** in Washington, D.C. on April 12-15, the **IMI Ink Jet Conference** April 14-18 in Denver, Colo., culminating at the global **drupa 2008** in Düsseldorf, Germany, May 29 - June 11, 2008.

“Customers are embracing rapidly expanding Print-On-Demand and wide-format graphics opportunities, and Fujifilm is leveraging a history of technology and strong partnerships to help them realize these opportunities over the long-term,” said Tim Combs, senior vice president, sales and marketing, FUJIFILM Graphic Systems U.S.A., Inc. “Our customers and partners appreciate our color management expertise, professional services and after-sales support in helping customize solutions to their unique businesses. We can help commercial printers integrate new digital technologies into their businesses because of our combined expertise in workflow management, color calibration & control across multiple output devices.”

As graphic arts and printing enterprises of all sizes wrestle with the need to maximize existing capital investments while at the same time offering their customers shorter print runs on custom orders, Fujifilm has established itself as the preferred partner in delivering the right solutions. A few examples include the well-received introduction of the Fujifilm Vybrant series of solvent roll-to-roll printers with precision Fujifilm Dimatix Spectra print heads, and the Fujifilm Acuity HD2504 UV flatbed printer. The Vybrant and the Acuity systems are both optimized for the high quality, consistently brilliant inks created by FUJIFILM Sericol and sold/supported by FUJIFILM Sericol in the screen printing market, and by FUJIFILM Graphic Systems in the offset market.

“Our customers appreciate that we deliver solutions that take into account their increasing need to deliver flexible and profitable products in a sustainable fashion,” said Ed Carhart, president and CEO, Fujifilm Sericol. Fujifilm Sericol is the leading manufacturer of UV inks, a growing product in screen printing and wide format digital printing markets. UV inks are formulated to be free of Hazardous Air Pollutants (HAPs), volatile organic compounds (VOCs) and are cured using lower energy consumption ultra violet light rather than traditional heating and evaporative dryers used in solvent ink applications. The use of solvent digital ink is still widely used in the print industry but Fujifilm Sericol has recently developed a new solvent-based digital ink formulated with solvents that are generated as a by-product in the manufacturing of nylon. These new inks have no hazardous air pollutants, and emit lower VOCs than conventional solvent inks.

Investing in Technology and Solutions for the Industry’s Future

FUJIFILM Corporation is a research-intensive manufacturer that spends over \$2.5 billion a year on R&D. The company’s expansive commercial printing capability includes Fujifilm Sericol, a leader in the development, manufacture and sale of inks for screen and package printing, industrial inkjet inks and materials; Fujifilm Dimatix, the leading provider of ink jet print heads for commercial and industrial printing; Fujifilm Imaging Colorants, a leader in the invention and production of high performance colorants for the inkjet printing sector, and Fujifilm Graphic Systems, the largest distributor of graphics systems products in the U.S. These Fujifilm companies are integrating innovation with technology developed at the company’s Advanced Marking Research Laboratory in Japan to bring inkjet printing systems to market.

Fujifilm’s long-term commitment to the industry is highlighted by a strong alliance with the Xerox Corporation, which began with a joint venture in 1962 that established the Fuji-Xerox company in Tokyo, Japan. The two global printing companies continue to enjoy a strong business and technology development relationship since that time that today spans commercial and retail printing markets. At drupa 2008, Fujifilm and Xerox will demonstrate digital and offset print solutions and supporting integrated workflows, color management and print on demand.

You can learn more on the various technologies to be announced by Fujifilm by going to <http://www.fujifilmdrupa2008.com/>

About FUJIFILM

FUJIFILM Corporation (NASDAQ:FUJI) 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. For more information, please visit www.fujifilmholdings.com.

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