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For Immediate Release

FUJIFILM Graphic Systems U.S.A., Inc. Realigns Sales Force with Digital Solutions in Mind

VALHALLA, N.Y. (August 21, 2008) – FUJIFILM Graphic Systems U.S.A., Inc. recently announced changes in the company’s sales organization, structured around the latest digital solutions and designed to better address customer needs.

“As the graphic communications industry continues to evolve, so must the companies working within it,” said Todd Zimmerman, vice president, National Field Sales. “The needs of our customers are changing and we will continue to meet their expectations and deliver what they need to better run their business. The changes within our sales force better address those needs and ensure that our people and their expertise are available to our customers across the country.”

Demand for digital printing and wide format solutions are on the rise, as printers continue to add capabilities and look for additional revenue sources. FUJIFILM has responded to the “digitizing of the printing industry” and has nearly doubled the sales force dedicated to these segments.

“These are significant areas of growth in our industry and we’re seeing customers often add both digital printing and wide format solutions to their business roster,” added Phil Kane, vice president, National Digital Sales. “Our partnerships with key manufacturers and our expertise in integrating those solutions into an existing workflow put us in a unique position to help printers move their businesses to the next phase.”

Additionally, FUJIFILM has realigned its electronic imaging sales team to give customers a more direct access to the organization, including technical support.

FUJIFILM also restructured its sales territories, aligning regional management more closely to both account managers and sales specialists. “This unique structure allows our customers to receive a quicker response from our team while offering specific printing solutions and expertise available through one distributor, FUJIFILM Graphic Systems U.S.A.,” says Zimmerman. “It’s a natural progression and is reflective of how our business is evolving.”

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

As the nation's largest distributor of equipment, consumables and technical services for the graphic communications industry, FUJIFILM Graphic Systems U.S.A., Inc. has assembled best-in-class solutions – including products and technical support – to deliver exactly what our customers need to stay *in control* and *ahead* of their competition.

We deliver solutions for workflow, process control, remote monitoring, color standardization, pressroom products, CTP, proofing, digital printing, wide format and more. Only Fujifilm can bring an integrated approach to your technology, hardware and software. Only Fujifilm can put you *in control*. 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, 2008, had global revenues of \$24.48 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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