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For Immediate Release

FUJIFILM Launches New Acuity Advance UV Inkjet Printer

VALHALLA, N.Y. (October 9, 2008) – FUJIFILM Graphic Systems U.S.A., Inc. is pleased to announce the introduction of the new Acuity Advance wide format UV inkjet printer. The new Acuity Advance is the next generation of the highly successful Acuity HD2504, which was launched in April 2007 and has quickly become the fastest selling flatbed UV inkjet printer in the market today.

While the Acuity Advance maintains many of the leading design features of the Acuity HD2504, the Advance model incorporates a modified print head array to achieve up to 40% faster printing speeds than the HD2504. In production mode the print speed is up to 22m²/hr (237 ft²/hr), while in high quality mode the speed is 15m²/hr (161 ft²/hr). In addition, the Acuity Advance expands the possibilities with the introduction of a white ink option, to complement the standard four color CMYK offering. Utilizing Fujifilm Sericol Uvijet UV inks, the Acuity Advance delivers unmatched flexibility, allowing users to print a very opaque white under, over or between print layers.

The Fujifilm Acuity Advance UV inkjet printer has a print area of 1.25m x 2.5m (49in. x 98in.), and prints onto substrates as thick as 48mm (1.98 in.). Incorporating small drop, grayscale print head technology, the Advance delivers near-photographic image quality, and includes a true flatbed platform to easily print onto a wide variety of rigid substrates. Additionally, an optional roll-to-roll module is ideal for printing onto all types of flexible media.

The Acuity Advance will be unveiled at the SGIA tradeshow on October 15th at the FUJIFILM Sericol stand as well as Graph Expo at the FUJIFILM Graphic Systems U.S.A., Inc. booth (#4404) on October 26th to 29th. Commercial shipments will commence in November.

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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