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**FUJIFILM REDUCES GREENHOUSE GAS EMISSIONS IN U.S.
WITH METHANE RECLAMATION PROGRAM**

Methane Gas From Landfill Now Powering South Carolina Manufacturing Complex

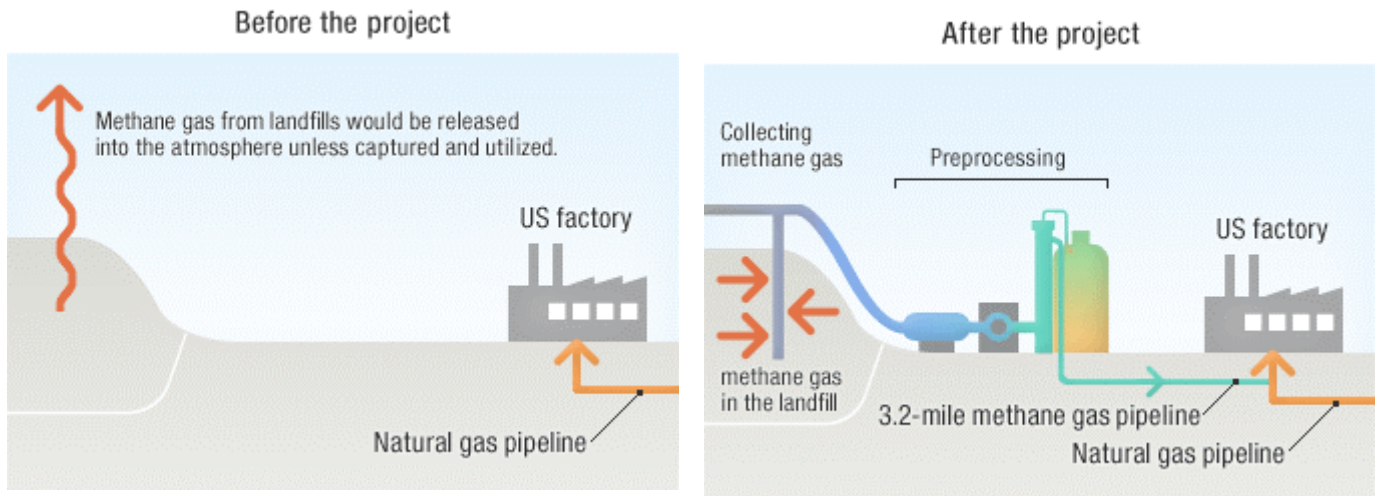
Valhalla, NY, June 25, 2009 – FUJIFILM today announced that its primary US manufacturing complex, located in Greenwood, S.C., has begun using methane gas from a local community landfill to power approximately 40 percent of its operations. Company officials joined local government leaders and guests to celebrate the project's completion at the Greenwood County Landfill. This is one of many steps FUJIFILM Corporation is taking to reduce greenhouse emissions at its facilities worldwide. In the U.S., the company aims to reduce greenhouse gas emissions by 15 percent by 2012.

"The completion of this project is a major accomplishment and a step in the right direction for the environment," said Shin Kataoka, President of FUJIFILM Manufacturing U.S.A., Inc. "The landfill gas to energy project goes a long way toward meeting our global target for reducing the amount of greenhouse gasses being released into the atmosphere," Mr. Kataoka continued.

Globally, Fujifilm has committed to reduce carbon dioxide emissions 40 percent from its 1990 numbers by 2012, and is engaged in the active pursuit of new energy fuels that will prevent global warming. The company recently announced plans to develop a wind farm in Tilburg, The Netherlands, to supply a portion of the electricity needs of FUJIFILM Manufacturing Europe B.V., which manufactures color photo paper and offset printing plates.

By using the methane as energy in Greenwood, Fujifilm is preventing methane emissions from being released into the atmosphere from the landfill. According to the U.S. Environmental Protection Agency, methane is a very potent greenhouse gas that is 21 times stronger in trapping heat in the atmosphere than carbon-dioxide, thereby contributing to local smog and global climate change. This system will also reduce Fujifilm's natural gas usage and relieve some of the demand for this limited natural resource.

“We are extremely happy this project worked out,” said Robbie Templeton, Chairman of the Greenwood County Council. The County was facing a deadline imposed by the Environmental Protection Agency to reduce or eliminate methane emissions from the landfill. In the absence of a partner like Fujifilm, the County’s other option was to flare, or burn off, the gas at the landfill. “Once again Fujifilm proves itself to be one of our best corporate citizens,” Templeton continued.



Fujifilm uses the gas in two of its specially equipped boilers with a dual burner system that can be switched back and forth between landfill source methane and natural gas purchased from the Commission of Public Works. Fujifilm plans to use at least 197 billion BTUs of energy from the landfill per year. According to the EPA (using national averages), this amount of energy would provide annual heating for more than 5,000 homes. The amount of CO₂ emissions destroyed and avoided would be equal to the emissions from more than 17,000 vehicles each year.

Fujifilm has also implemented a range of measures around the world with the objective of contributing to sustainable development by designing products that take the environment into account, reducing packaging materials and reducing greenhouse gas emissions. Fujifilm is the leading manufacturer of UV-cured, VOC-free and solvent-free ink jet inks. The company’s high-performance films used in flat panel displays are manufactured with plant-derived cellulose, rather than petroleum-based material and carry the Biomass Mark of the Japanese Ministry of Agriculture, Forestry and Fisheries. Fujifilm supports numerous eco-sustainability measures, including habitat and species preservation for the Giant Panda through its longstanding collaboration with the Smithsonian’s National Zoo, and support of public open space initiatives such as New York City’s Friends of the Highline.

About FUJIFILM Manufacturing U.S.A., Inc.

FUJIFILM Manufacturing U.S.A., Inc., began manufacturing operations in South Carolina in 1988. The Greenwood manufacturing complex is currently comprised of five high technology manufacturing

plants, the Greenwood Research Laboratories, and the largest Fujifilm distribution center in the world. The 1,000 Associates employed at the 500-acre complex currently manufacture digital and conventional pre-sensitized plates, QuickSnap one-time-use recyclable cameras, and color photographic paper.

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S. patents in 2008, employs more than 70,000 people worldwide and in the year ended March 31, 2009, had global revenues of \$24 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com .

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