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For Immediate Release

FUJIFILM Plant All Set for Wind Power

Wind turbines to provide up to 20% of plate factory's power

VALHALLA, N.Y. (January 14, 2009) – FUJIFILM and Evelop, the project development division of sustainable energy solutions company Econcern, have signed a letter of intent for the development of a corporate wind farm at FUJIFILM's European plate manufacturing operation in Tilburg, the Netherlands.

Once complete, the wind farm will produce between 15,000 and 24,000 megawatt hours of energy per year, enough to provide between 10 and 20% of the energy needed to power FUJIFILM's production plant in Tilburg, where the wind farm will be located. The letter of intent marks the start of the project, with the first wind turbines expected to be operational by 2011. This follows an announcement earlier in the year of a \$127 million investment in a third plate line at the site, to be completed by January 2010.

Graham Leeson, marketing manager at FUJIFILM Graphic Systems in the UK, comments: "This is further proof of our commitment to environmental issues. FUJIFILM prides itself on its commitment to the environment and the way in which we work in partnership with our customers in a responsible, environmentally friendly way. The results of our work have been internationally recognized with listings on the Dow Jones Sustainability and FTSE4Good global indices. Not only do we try and help our customers to be more environmentally aware, but we also practice what we preach and the planned wind farm is very much evidence of this."

The project reflects FUJIFILM's continuing commitment to the environment and drive to reduce its carbon footprint. The plan is to construct between three and five wind turbines on the site in the Netherlands and is expected to stimulate similar projects by neighboring companies.

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.



Press Release

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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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