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For Immediate Release

FUJIFILM Launches New Acuity Advance X2 UV Inkjet Printer

VALHALLA, N.Y. (February 10, 2009) – FUJIFILM Graphic Systems U.S.A., Inc. is pleased to announce the introduction of the new Acuity Advance X2 wide format UV inkjet printer. The Acuity Advance X2 is the next generation in the highly successful Acuity series, first launched in April 2007 and quickly becoming the fastest-selling flatbed UV inkjet printer on the market today.

While the Acuity Advance X2 maintains many of the leading design features associated with all Acuity platforms, the Acuity Advance X2 has a print area double that of the current Acuity Advance printer, while maintaining the same high quality expected from the Acuity series. The Acuity Advance X2 is capable of printing onto substrates of 3.05m x 2.5m or 98.4 x 120.1” and as thick as 48mm or 1.9”. The dual zoning system with independent vacuum control allows the printing of an image in one zone while setting up another image in the second, meaning increased throughput for the end user.

The Acuity Advance X2 incorporates the same modified print head array as the Acuity Advance. In production mode, the device prints at speeds up to 22m²/hr (237 ft²/hr) and up to 15m²/hr (161 ft²/hr) in high quality mode. In addition, the Acuity Advance X2 expands the possibilities with the white ink option, to complement the standard four color CMYK offering. Utilizing FUJIFILM Sericol Uvijet UV inks, the Acuity Advance X2 delivers unmatched flexibility, allowing users to print a very opaque white under, over or between print layers.

Incorporating small drop, gray scale print head technology, the Acuity Advance X2 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 X2 will be unveiled at several trade shows this spring, and commercial shipments will commence in the 2nd quarter of 2009.

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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