

FUJIFILM Graphic Systems U.S.A., Inc.
200 Summit Lake Drive
Valhalla, NY 10595
www.fujifilms.com

Contact: Kristi Mendez, KMPR
630.859.7401
kristi@kmpr.com

For Immediate Release

Louisville Sign-A-Rama Tapping FUJIFILM Acuity Advance to Grow Business

VALHALLA, N.Y. (July 13, 2009) – “It is the most fun piece of equipment we’ve ever installed,” says Maggie Harlow of her company’s Fujifilm Acuity Advance. “People are so impressed when they see the machine and watch what it can do. It’s created a lot of buzz in Louisville and has certainly raised our profile.”

Harlow and her husband, Brian, opened Sign-A-Rama Downtown in Louisville, Ky., in August of 2003 and success soon followed. The store did more than \$1.2 million in sales in its first year – setting a franchise record for a new location. They’ll celebrate the company’s sixth anniversary this summer and continue to enjoy business growth and success.

Earlier this year, Sign-A-Rama Downtown expanded its services and installed a FUJIFILM Acuity Advance, a high-resolution, value-based UV flatbed printer. Capable of photographic-quality printing at speeds up to 239 sq. ft. per hour, the Fujifilm Acuity Advance is 35 percent faster than previous models and offers a roll-to-roll option for flexible printing capabilities and giving users an expanded range of applications for the device. The Acuity Advance also features optional white ink for packaging and flexographic applications and is suitable for most wide format applications because it can print on a wide range of both roll and rigid substrates.

In just six months, the Acuity Advance has had a big impact on business and Harlow says it’s not only helped trim costs, but has also been a key factor in attracting new business.

“It really helps us speed up production, and that saves labor and saves time,” she explains. “It also gives us more flexibility. We now have more capabilities in-house and we’re not sending specialty printing to outside vendors, which saves us additional costs.”

Harlow adds that the Acuity Advance has also proven itself to be quite an effective marketing tool. “Because of the machine’s unique capabilities, we’ve been able to attract more customers as well as a different type of customer. For example, we’re now getting the attention of printing firms and design firms and we have more opportunities to give them tours and tell them about our business and our capabilities.

“A lot of people are impressed with what the Acuity Advance can do and are surprised to learn that we have it,” she says.

For example, the Acuity Advance is an ideal fit for contractor/building projects since the printer can print messages directly on the building materials.

“Having the Acuity Advance really gives us an opportunity to grow our business,” Harlow says. “We’re seeing a lot of new business come in because now we can do what no one else in town can do. We’re getting referrals from other companies and it makes a big difference.”

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 (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.

###