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[cjenkins@fujifilm.com](mailto:cjenkins@fujifilm.com)**FUJIFILM PRESIDENT AND CEO HONORED  
BY HIS IMPERIAL MAJESTY, THE EMPEROR OF JAPAN***Shigetaka Komori Awarded the Prestigious Decoration,  
The Order of the Rising Sun, Gold and Silver Star*

**VALHALLA, N.Y., November 5, 2009** – Fujifilm today announced that Shigetaka Komori, president and CEO, FUJIFILM Holdings Corporation, received the Order of the Rising Sun, Gold and Silver Star. The Order of the Rising Sun was the first national decoration awarded by the Japanese Government, and was created in 1875.

Mr. Komori is being recognized for his accomplishments in industry and in furthering culture through his leadership roles at Fujifilm, Japan's Broadcasting Company – NHK, and a range of industry and cultural organizations including the Photo-Sensitized Materials Manufacturers' Association, the Japan-German Society, and the Japan-Netherlands Society, among others. An award ceremony will take place at the Imperial Palace in Tokyo on Thursday, November 5, 2009.

During his tenure at Fujifilm, Mr. Komori has been instrumental in advancing the principles of corporate social responsibility throughout the global Fujifilm Group. Particularly notable measures include transforming the type of energy used at Fujifilm's major production plants, moving away from oil toward natural gas, landfill gas, and wind energy, all of which are significantly reducing CO2.

Mr. Komori's most significant initiative at Fujifilm however, has been the thorough and large-scale reorganization of business operations in response to the rapid advance of digitalization and information technologies and the huge reduction in the demand for analogue photosensitive materials. Komori implemented a series of far-reaching growth measures leading to a dramatic transformation of the company's business structure through intensive investments in facilities, and research and development activities in new, high-growth business fields.

One of the most visible results of these efforts is the company's rapid and dominant leadership in the flat panel display materials business field. Mr. Komori has promoted a stable supply of protective films for polarizing plates, which are indispensable in the production of liquid crystal

televisions and monitors for personal computers, and contributed to the widespread use of personal computers and television sets that use liquid crystal display monitors.

In the Imaging field, Mr. Komori has long promoted the preservation of the culture that photography has propagated. Under his leadership, Fujifilm has expanded the application and enjoyment of photography and stimulated the photo imaging industry through a sustainable market supply of photographic materials while promoting global scale reforms of production systems and photo laboratory networks.

Mr. Komori's career began at Fuji Photo Film Company, Ltd in 1963. In 2000, he was named President and Representative Director of Fuji Photo Film Company, Ltd., and in 2003 he assumed the additional role of Chief Executive Officer. Fujifilm created a new group management structure and changed its name to FUJIFILM Holdings Corporation in 2006, at which time Mr. Komori assumed his current position as President and CEO of FUJIFILM Holdings Corporation. Mr. Komori also serves as Director of Fuji Xerox Company, Ltd.; FUJIFILM Medical Company, Ltd.; Daicel Chemical Industries, Ltd; and Toyama Chemical Company, Ltd. Mr. Komori's is affiliated with numerous industry groups, and is currently the President of the Photo-Sensitized Materials Manufacturers' Association.

Mr. Komori serves as President of the Japan-German Society and the Japan-Netherlands Society. His contributions were recognized in 2004 when he was awarded the Medal with Blue Ribbon by His Majesty the Emperor of Japan. In 2006, the Photo Marketing Association International (PMA) awarded Mr. Komori the Hall of Fame award, its highest honor. Also in 2006, he received the Grand Cross of the Order of Merit of the Federal Republic of Germany from His Majesty the President of the Federal Republic of Germany.

The design of the badge and ribbon presented to signify the Order of the Rising Sun, Gold and Silver Star conveys the powerful energy of the sun and Japan's designation as the "Land of the Rising Sun." Mr. Komori and other recipients of the Order of the Rising Sun, Gold and Silver Star attended an award ceremony at the Imperial Palace in Tokyo.

### **About Fujifilm**

Fujifilm companies in the US serve industries including medical, chemical, graphic arts, electronic materials, optics, recording media, motion picture, and photographic technologies. The companies operate in facilities nationwide engaged in R&D, manufacturing, sales, and service support.

FUJIFILM Corporation is one of the major operating companies of FUJIFILM Holdings. Since its founding in 1934, the company has built a wealth of advanced technologies in the field of photo imaging, and in line with its efforts to become a comprehensive healthcare company, Fujifilm is now applying these technologies to the prevention, diagnosis and treatment of diseases in the Medical and Life Science fields. Fujifilm is also expanding growth in the highly functional materials business, including flat panel display materials, and in the graphic systems and optical devices businesses.