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Fujifilm Introduces New Thermal Plate for Newspaper Market

New LH-NN2 Plate Engineered for Longer Runs

VALHALLA, N.Y. (March 9, 2009) – FUJIFILM Graphic Systems U.S.A., Inc. announced today an addition to the company’s family of printing plates for the newspaper segment. The Fujifilm Brillia LH-NN2 thermal plate, which is designed specifically for longer runs, is now available nationwide.

“The LH-NN2 plate is an addition to our extensive line of newspaper plates and is designed for publishers who need a thermal plate compatible with the 830nm infrared lasers that many operations are using,” explains Jim Crawford, Fujifilm’s group manager for consumables.

The LH-NN2 plate has a run length of 300,000 impressions and is approved for 1-99% at 100 lpi, yielding high-quality tone reproduction and dot integrity and giving users the level of quality and reliability for which Fujifilm is known.

Like other plates in Fujifilm’s Brillia series, the LH-NN2 plate employs a double-coated photosensitive layer, which delivers enhanced durability compared to other CTP plates. The double-coated photosensitive layer also provides outstanding resistance to scratches, facilitating ease of handling in the pressroom.

The enhanced Multi*Grain* surface structure of Brillia LH-NN2 makes it easier to run on press with optimized ink and water balance. Wide processing latitude enables improved developing efficiency for a thermal plate that really delivers exceptional on press results.

For more information on Fujifilm’s Brillia LH-NN2 thermal plate, please visit Fujifilm at Booth #2001 during Media Xchange 2009 or visit them on the web www.fujifilmgs.com.

About FUJIFILM Graphic Systems U.S.A., Inc.

FUJIFILM Graphic Systems U.S.A., Inc. is the nation’s largest distributor of equipment, consumables and technical services for the graphic communications industry. FUJIFILM

provides its customers with products and technologies from best-in-class manufacturers as well as a nationwide network of technical service and support and is fully committed to its customers, which range from commercial printers, color separators, service bureaus and graphic design/art studios to newspapers, publishers and advertising agencies.

Whether it's information on emerging technologies or reliable delivery of supplies, customers know they can rely on Fujifilm – the industry's source for technology, solutions and support. 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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