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PRINT 09 – Booth #6919

FUJIFILM Unveils range of Wide Format Roll Media

VALHALLA, N.Y. (Sept. 11, 2009) – FUJIFILM Graphic Systems U.S.A., Inc., a recognized leader in the graphics industry, introduced a comprehensive portfolio of roll media developed to provide optimal performance for the digital wide format segment today at PRINT 09, being held at Chicago's McCormick Place Convention Center on Sept. 11-16, 2009.

The addition of media complements Fujifilm's existing wide format portfolio that includes roll and flatbed printers, UV and solvent digital ink, color management RIP software and a full range of technical support, service and consulting.

"We developed this range of media in direct response to our customers' demand for a fully integrated and proven solution," explains Jason Kammes, Fujifilm's product marketing manager for color and proofing products.

"The focus for Fujifilm is putting our customers 'In Control' of all aspects of their printing operation: both analog and digital and from prepress to production. Adding media specifically designed to provide optimal performance in terms of print quality, color development and ease of use was logical and complements our range of wide format solutions for our customers," adds Kammes.

The wide format media products being introduced at PRINT 09 by Fujifilm include:

- Banner Selections
- Premium Papers
- Adhesive Backed Vinyl
- Backlit Media
- Canvas
- Wall Graphic Media
- Static Cling
- Perforated Window Film

For more information on Fujifilm's line of wide format roll media, please visit FUJIFILM at Booth #6919 throughout PRINT 09 or visit them online at www.fujifilms.com.

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.

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