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For Immediate Release

FUJIFILM Brings CTP to *The Seattle Times*

VALHALLA, N.Y. (March 23, 2009) – Earlier this year, *The Seattle Times* turned to FUJIFILM Graphic Systems U.S.A., Inc. to update its processes and make the conversion to CTP. The paper installed two Krause LS Jet 300 platesetters and Blue Fin plate processors.

With these new installations, the paper was able to improve throughput while also increasing the level of quality, said Frank Paiva, the *Times'* vice president of operations. "We've been able to improve our efficiency as well as our quality and the system gives us an incredibly sharp image," he says.

The *Times* ran a series of tests and was impressed by the results, but Paiva added that he was impressed even more once the new system was installed. "The pages just have a lot more 'pop' and 'snap'," he says. "The images and even the text just come off of the page now."

The Krause CTP units, capable of producing a speedy 300 plates per hour, are the ranked top in their class and are available in seven different models. The devices also boasts a number of unique features – including the platehandling method, automation and image quality – that make them the perfect solution for high volume newspaper publishers.

For more information about Krause CTP solutions, please visit us online at www.fujifilmgs.com.

About The Seattle Times Company

The Seattle Times is a 112-year-old locally owned journalism and community service company. Founded in 1896 by Alden J. Blethen, the company is in its fourth and fifth generations of Blethen family stewardship.

The family's flagship newspaper, The Seattle Times, is the largest daily newspaper in Washington state (581,600 readership) and the largest Sunday newspaper in the Northwest (1,036,800 readership). The Seattle Times Online Network, consisting of seattletimes.com, NWsource, NWjobs, NWautos, NWhome and NWapartments, is the #1 local online media network in King and Snohomish counties.

The family also owns affiliate newspapers in Washington and Maine, along with Rotary Offset Press, a commercial printing company in Kent, Wash. Blethen Washington Affiliate newspapers include the *Yakima Herald-Republic*, the *Walla Walla Union-Bulletin* and the *Issaquah Press* and its affiliated community newspapers. Blethen Maine Newspapers include the *Portland Press Herald / Maine Sunday Telegram*, the *Kennebec Journal*, the *Morning Sentinel* and the *Coastal Journal*. More information is available at www.seattletimescompany.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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