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FUJIFILM WINS PHOTO HONORS AT WALMART ELECTRONICS SUPPLIERS SUMMIT

*Industry Leader Recognized For Overall Commitment
to Photofinishing Industry, Quality, and Service*

Valhalla, NY, March 25, 2009 – FUJIFILM U.S.A., Inc. today announced it was presented with the 2008 Supplier of the Year award for the Photo category at the annual Walmart Electronics Suppliers Summit, held earlier this month. The honor was based on Fujifilm's overall performance in the past year, specifically its exceptional technical service and support, expanded digital camera line-up, high quality in-store photofinishing equipment and consumables, and continued support of consumer film products.

"We are very grateful to Walmart for their recognition of our efforts in the retail photo space," said Joe Vaughey, group vice president of Sales and Marketing, FUJIFILM U.S.A., Inc.

"Fujifilm's commitment to the photo imaging industry remains strong – from our expanded Frontier digital lab solutions and digital camera series, to our traditional film and one-time-use-cameras. It has always been Fujifilm's goal to offer revenue-generating, relevant business solutions to our retail customers so they can best serve their own customer base, and we look forward to continuing this effort with Walmart."

In the last year, Fujifilm and Walmart also collaborated on an extensive kiosk upgrade project, the largest joint venture the two companies have worked on together to date. Walmart cited the success of the six-month project, from coordination to execution, as part of their acknowledgement of Fujifilm's high quality technical service and support.

Fujifilm has also helped to provide Walmart with an expansive selection of digital cameras. From easy-to-use models to more sophisticated trendy designs, Fujifilm's digital camera selection has supported the retailer's effort to offer solutions that meet the needs of Walmart's diverse customer base.

Since 2000, Fujifilm has won the Photo Supplier of the Year award three times, first acknowledged in 2000, then 2005 and again in 2008. Fuji Color Processing, a subsidiary of Fujifilm U.S.A., was also a recipient of the same award in 2006.

In addition to the Photo Supplier of the Year Award, Fujifilm was presented with the Sustainability Award based on its work to develop products that supported Walmart's overall goal of achieving a zero waste Photo Center. The installation of the Fujifilm Frontier DL400 Dry Ink Jet Minilab series has resulted in the reduction of water and power consumption, and eliminated the use of chemicals typical of analog photo processors. The ink supplies produce less packaging waste, and have contributed to lower shipping costs and reduced fuel consumption, while the small footprint of the DL400 series has enabled Walmart to build smaller photo centers. Fuji was chosen from approximately 500 Walmart suppliers within the Electronics division as the recipient of this year's Sustainability award.

The Walmart Electronics Suppliers Summit presented four overall electronics awards and eight total category awards.

About FUJIFILM

FUJIFILM U.S.A. Inc. is a marketing subsidiary of FUJIFILM Corporation, Tokyo, Japan, providing digital and analog photographic Imaging Systems and Motion Picture Film products and services to consumers, professionals and businesses. For more information on Fujifilm U.S.A. products, customers can call 800-800-FUJI or visit www.fujifilmusa.com. To receive news and information direct from Fujifilm U.S.A. via RSS, subscribe free at www.fujifilmusa.com/rss.

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, 2008, had global revenues of \$24.7 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

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