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For Immediate Release

**FUJIFILM REDEFINES SPEED/PRICE PERFORMANCE WITH THE NEW
ACUITY ADVANCE HS UV FLATBED PRINTER**

*Wide Format Inkjet Print Solution Ideal for Graphic Display POP, Sign Shops,
Offset Printers and Commercial Photo Labs*

Valhalla, NY (February 9, 2010) – Fujifilm today introduced the new **Acuity Advance HS** (high speed) wide format UV flatbed printer. The Acuity Advance HS is the latest breakthrough in wide format UV digital imaging technology from Fujifilm and offers photographic quality printing at production speeds of 430 ft² per hour, giving printers unmatched performance for the price. The HS also boasts a new express mode that allows it to print over 700 ft² per hour.

“The Acuity Advance HS builds on the success of the Acuity Series by increasing the print performance to compete directly with much more expensive printers, but with the superior print quality that our customers expect with an Acuity,” said Jeffrey Nelson, Product Marketing Manager – Digital Equipment, FUJIFILM Sericol. “The Acuity Advance HS is a true flatbed printer providing precise registration and edge-to-edge printing which saves time, labor and material. In addition, the roll media option makes it a cost effective UV roll solution for printing onto any number of flexible materials. This makes it ideal not only for graphic display POP printers who need higher productivity, but also for offset printers and commercial photo labs interested in a cost effective production press to expand their business to include high-quality flatbed printing.”

The Acuity Advance HS’s print performance is optimized by Fujifilm Sericol’s uniquely formulated Uvijet inks. Uvijet’s Micro-V dispersion technology delivers wide adhesion, vibrancy and durability in every print. With two unique ink sets available for Acuity Advance HS, customers can choose the right ink to suit their specific application requirements.

The Acuity Advance HS is available for customer demonstrations at the Fujifilm Demonstration Centers in Kansas City, Kan., and Hanover Park, Ill. Fujifilm expects to begin shipment of the

Acuity Advance HS in March. The new press will also be showcased at the International Sign Association Sign Expo (ISA) in Orlando, Fla., this April. The Acuity Advance HS UV flatbed printer is sold exclusively throughout the United States by Fujifilm Sericol and Fujifilm Graphic Systems. For more information about the Acuity Advance HS UV inkjet printer visit Fujifilm Sericol at www.fujifilmsericol.com/acuityHS or Fujifilm Graphic Systems at www.fujifilmgs.com.

About FUJIFILM Sericol

FUJIFILM Sericol USA Inc., headquartered in Kansas City, Kan., is a leading global manufacturer of printing inks with more than 50 years of formulation experience. With operations in more than 15 countries, FUJIFILM Sericol is a customer-focused company and a leader in the development of UV inks for the screen printing, narrow web and large format digital printing industries. The company takes pride in its reputation for pioneering new products and technologies, and setting the industry standard for technical service and customer support. More information about FUJIFILM Sericol is available at <http://www.fujifilmsericol.com/>.

About FUJIFILM

FUJIFILM North America Corporation, a marketing subsidiary of FUJIFILM Corporation, consists of five operating divisions. Imaging sells consumer and commercial photographic products and services including film, one-time-use cameras, online photo services and fulfillment, digital printing equipment and service. Electronic Imaging markets consumer digital cameras. Graphic Systems supplies products and services to the printing industry. Motion Picture provides motion picture film. FUJIFILM Canada Inc., which markets a range of Fujifilm products and services, will become a subsidiary of FUJIFILM North America Corporation as of April 1, 2010. For more information, please visit www.fujifilm.com/northamerica, or go to www.twitter.com/fujifilmus to follow Fujifilm on Twitter. To receive news and information direct from Fujifilm via RSS, subscribe at www.fujifilmusa.com/rss.

FUJIFILM Holdings Corporation, Tokyo, Japan, 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 25 companies around the world granted U.S. patents in 2009, and in the year ended March 31, 2009, had global revenues of \$25 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

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