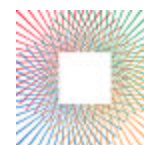


October 4, 2006



The BANK  
of NEW YORK

A SECURITIES SERVICING  
DEPOSITARY RECEIPTS

## Corporate Action

ATTENTION: International Research, Sales, Trading and Operations Staff

### NAME CHANGE

	OLD	NEW
<b>Name:</b>	Fuji Photo Film Co., Ltd	FUJIFILM Holdings Corporation
<b>Country:</b>	JAPAN	JAPAN
<b>Symbol:</b>	FUJIY	FUJIY
<b>CUSIP Number:</b>	359586 30 2	35958N 10 7
<b>Exchange:</b>	NASDAQ	NASDAQ
<b>Ratio:</b>	1 ADR:1 ORD	1 ADR:1 ORD

The name change will be effected on the American Depositary Receipts ("ADRs") effective the opening of business on October 2, 2006.

The Bank of New York will not require a mandatory exchange of the ADR certificates for Fuji Photo Film Co., Ltd; new certificates will be issued upon transfers. **The new CUSIP number for FUJIFILM Holdings Corporation is 35958N 10 7.**

New certificates were ordered to reflect the name change and CUSIP change.

To learn more about ADRs and issuer programs, please call our marketing desks:

**New York**

Jason A. Smith  
Assistant Treasurer  
jasmith@bankofny.com  
212 815 3874 Telephone

**London**

Joseph Oakenfold  
Assistant Vice President  
joakenfold@bankofny.com  
44 207 964 6419 Telephone

This information and data is provided for general informational purposes only; it is not investment advice and should not be used for any investment decisions nor trading purposes. The Bank of New York does not warrant or guarantee the accuracy, timeliness or completeness of this announcement and shall have no liability for investment or other decisions based hereon, including market value loss on the sale or purchase of securities or other instruments or obligations. We do not undertake any obligation to update or amend this information or data. Nothing herein shall be deemed to constitute an offer to sell or a solicitation of an offer to buy securities. **Please also see "Terms of Use."**