

NOTICE TO HOLDERS OF ADSs REPRESENTING SHARES OF FUJIFILM HOLDINGS CORPORATION (NASDAQCM: FUJI)

July 10, 2009

Please be aware that the American Depositary Shares (ADSs) of FUJIFILM Holdings Corporation are scheduled to be removed from trading on the Nasdaq Stock Market at the close of business on Friday, July 31, 2009.

On August 1, 2006, Nasdaq began operating as a national securities exchange and all listed issues were required to be registered under Section 12(b) of the Securities Exchange Act of 1934 (the "Act"). However, at Nasdaq's request, the U.S. Securities and Exchange Commission granted a temporary three-year extension to allow companies that were traded on Nasdaq and exempt from registration pursuant to Rule 12g3-2(b) under the Act, such as FUJIFILM Holdings Corporation, to continue trading on an unregistered basis. This extension will expire August 1, 2009.

Because FUJIFILM Holdings Corporation has not registered under Section 12(b) of the Act or submitted a Nasdaq listing application, the outstanding ADSs will not be eligible to trade on Nasdaq after July 31, 2009, and will trade instead on the pink sheets.

If you have any questions about the ADSs, you may contact your securities company or your depositary bank.

Other inquiries:
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