



FUJIFILM U.S.A., Inc.

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FUJIFILM INTRODUCES LABELFLASH™ DVD MEDIA TO U.S. MARKET

Unique Coating, Laser Technology Produce Label Image for Finished, Professional Look

VALHALLA, New York, June 11, 2007 – FUJIFILM today announced the availability of recordable media for the Labelflash™ enabled laser-labeling DVD drives. This technology is being introduced in the U.S. market with select models of the new Toshiba Satellite® A205/P205 Notebook computer series.

Labelflash™ technology was created as a joint project between engineers at Yamaha Corporation and Fujifilm Corporation. DVD drives enabled with Labelflash™ allow users to create customized, professional-looking DVDs with clear, finely detailed labeling by inscribing high-quality images and text directly into a specialized dye within the disc. The process eliminates the need for specialized printers, inks or sticky labels.

Fujifilm recordable media for Labelflash™ is initially available in DVD-R (16x) format and are capable of burning images in as little as five (5) minutes in 'Fast' mode and 15-20 minutes for the highest contrast.

About Labelflash™

Labelflash™ technology uses an organic dye developed by Fujifilm and specialized for image burning to use the existing laser, pick-up and rotation control, and high-speed image data signal processing to inscribe high-resolution, high-contrast images and/or text into the label-side of the disc. Because the imaging occurs at a depth of 0.6mm below the actual surface, the protective polycarbonate layer not only provides a glossy, attractive appearance but simultaneously ensures durability and scratch-resistance of the images. This provides a more permanent, high quality choice over traditional surface-printed labels which can deteriorate over time due to wear, blemishes or scratches. For more information on Labelflash™ technology, visit <http://labelflash.jp/>.

Burning a Labelflash™ Disc

Burning a Labelflash™ disc requires only a Labelflash™-compliant DVD drive and Fujifilm's recordable media for Labelflash™, and requires neither a printer or consumables:

- Simply flip the disc over after recording data onto the media and re-insert it into the Labelflash™-compliant DVD drive with the label side facing down; and
- In as little as five minutes, the drive's optical laser beam inscribes a monochromatic blue and silver image 0.6mm deep into the disc, producing an attractive, high-quality image that will last for years.

Fujifilm Labelflash™ media will be available in most consumer electronics and office supply retail locations as product is stocked. Retailers can obtain product information immediately through FCMA LLC, the exclusive distributor of Fujifilm consumer recording media products for retail business in the United States, by calling 800-544-1787 or via www.fcmasolutions.com.

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About Fujifilm

Fujifilm brings continuous innovation and leading-edge products to a broad spectrum of 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. The company provides products and services that contribute to the advancement of culture, science, technology and industry, as well as to improved health and environmental protection. It is the global leader in digital minilabs; Computed Radiography systems; ink dyes, pigments and UV inks for inkjet printers and materials used in the production of flat panel displays. 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, 2006, had global revenues of \$22.8 billion.

FUJIFILM U.S.A., Inc., Valhalla, NY, is a U.S. marketing subsidiary of FUJIFILM Corporation, Tokyo, Japan, providing digital and analog photographic Imaging Systems, Recording/Storage Media 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 access the FUJIFILM U.S.A. Web site at www.fujifilmusa.com. To receive news and information direct from FUJIFILM U.S.A. via RSS, subscribe free at www.fujifilmusa.com/rss.