



CSR Highlights 2008

In this section, we introduce the major achievements made in fiscal 2008 for the priority areas and challenges described in the Fujifilm Group's medium-term CSR plan. We also report on the Group's CSR activities in the United States.

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How the works of art used for the section title pages of this report are being preserved

National important cultural assets such as *Shobutsu Ruisan* and *Shobutsu Ruisan Zuyoku* are protected from direct sunlight, high temperatures and humidity, air pollutants, and dust in book storerooms that are air conditioned and maintained at a constant temperature of 20 degrees centigrade and a humidity of 50%. The storerooms are equipped with fluorescent lamps that do not emit ultraviolet rays, smoke detectors and INERGEN gas fire extinguishers.



Human resources development in the Fujifilm Group

Enhancing Human Resources Development in the New Long-Term Management Plan

In the face of the great changes made to its business environment, the Fujifilm Group has listed enhancing human resources development as one of its basic strategies in its new long-term management plan.

Focusing on awareness raising, enhancement of individual capabilities and cultural reform, and on developing core human resources

In the new long-term management plan, we regard improvements to the way we develop human resource as an important strategy, focusing particularly on the following two themes: awareness raising, enhancement of individual capabilities and cultural reform, and the development of core human resources. In line with this policy and taking advantage of the holding company system, FUJIFILM Holdings is playing an important role as a facilitator for mutual exchanges and cooperation as well as in finding solutions to common problems among Fujifilm Group companies.

With our focus on awareness raising, enhancement of individual capabilities and cultural reform, we aim to encourage all employees in the Group to raise awareness of their roles as “challengers” to the market and to improve their capabilities in dealing with the market and customers in an unassuming way. To this end, we began conduct-

ing joint seminars for Fujifilm and Fuji Xerox employees in fiscal 2008 and since then have held our FF/FX Synergy Training program for middle-ranking employees seven times and our Seminar for Leaders for senior managers eight times. These seminars showed us that employees of the two companies held prejudices against each other, different perspectives on doing business, and boundaries to their actions that hinder the generation of synergy effects. At the same time, however, we are convinced that these seminars will provide employees with opportunities to overcome these boundaries. For this reason, we feel that it is important to continue to hold similar seminars in 2009 onwards.

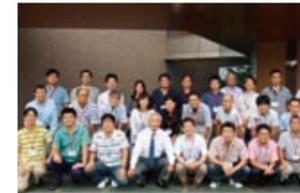
In focusing on the development of core human resources, we will promote further exchanges between Fujifilm and Fuji Xerox, in order to develop effective core human resources who will play a central role in the Fujifilm Group and strengthen the management of the two companies. Also, by promoting human exchange with overseas business sites across the entire Group, we want to accelerate the development of global human resources.

Joint training to enhance synergy within the Group

The Fujifilm Group conducted joint training programs for human exchange seven times during the period from February 2008 to February 2009, targeting middle-ranking employees (e.g. section managers and leaders) of Fujifilm and Fuji Xerox, the two core operating companies for the Group.



Participants in the third training program



Participants in the fourth training program



Participants in the training program were divided into four groups.

The training was designed to provide participants with opportunities to understand, recognize, and discuss the detailed differences and commonalities in the corporate cultures of the two companies and to identify specific themes to be tackled from a Group viewpoint. Twelve employees from each of the companies participated in each seminar, including people from the sales, and research and development departments and head office. The four-day program, including an overnight stay, has three themes: “creating and sharing a sense of comradeship in the Group,” “sharing the direction and challenges of the Group and identifying specific themes to be tackled,” and “proposing specific themes and actions.” As a result of the training, a total of 28 written proposals to foster group synergy were submitted to FUJIFILM Holdings. The submitted proposals were made into a brochure and copies were distributed to all participants of the training program so that they could all share the ideas in the proposals.

Seminar for Leaders raises awareness

The Fujifilm Group encourages employees to increase their awareness, strengthen their individual capabilities, and reform the corporate culture as a basis for formulating and implementing its new long-term management plan, which will show future growth strategies to be implemented in the dramatically changing business environment.



Seminar for Executive Officers in Charge of Reforms



Seminar for Leaders

Based on this, we held a Seminar for Leaders eight times from August to December 2008, targeting some 240 divisional and departmental managers and group leaders in Fujifilm and Fuji Xerox.

Managers participating in the seminars are to serve as reform leaders, focusing on discussing the current situation in their workplaces, beyond the boundaries of what the companies should do to foster reform. Each participant made a declaration to lead reform.

After participating in the overnight seminar, reform leaders have a stronger sense of risk and commitment to reform in the workplace, and are communicating what they learned at the seminar to those around them. We will continue to hold these seminars to increase employee awareness of the importance of reform.

Message

The value of generating a Group synergy

I had been involved in information systems (microsystems, etc.) and printing systems at Fujifilm until five years ago and often met with Fuji Xerox employees during my work. While recognizing that we belong to a common Group there are also differences in the corporate cultures of the two companies, I had always thought that synergy and fusion between the two, both of which focus on images and information as their core businesses, would lead to greater possibilities. And now that the two companies are strengthening their mutual ties in the age of digitization, there are even more common areas in the fields of images and information and communication. If these two operating companies can cooperate and learn from each other and generate syn-

ergy based on the premise that employees in both companies can enhance their own capabilities, I am sure that the Fujifilm Group will gain an unrivalled competitive advantage.

Nobuyuki Okamura

Director and Corporate Vice President of FUJIFILM Holdings Corporation Executive Vice President and Representative Director of Fuji Xerox Co., Ltd.



VOICE

>>Results of training: a strong commitment to generating the forms of synergy suggested in the proposals

After reading the proposals of the participant teams at the end of the training, I realized that their commitment to generating forms of synergy across the Group was stronger than expected, and this convinced me that the training had provided them with good opportunities to move forward in generating synergy across the Group. We plan to hold this training program again in fiscal 2009 and hope that it will lead to the creation of a wider network of human resources and enhance the development of human resources within the Group.

Iwao Kobayakawa
Manager of the Personnel Division
FUJIFILM Holdings Corporation



VOICE

>>Stronger commitment to accelerating reform and increasing a sense of unity

At the Seminar for Leaders, participants increased their sense of risk and commitment to accelerating reform and also strengthened ties and a sense of unity. Since participating in the seminar, they have been meeting together voluntarily to confirm the progress made in achieving their targets. In the future, we will introduce similar activities that provide employees with a variety of opportunities.

Kiyotaka Fukino
Manager of the Personnel Division
FUJIFILM Holdings Corporation



DIALOG **Verifying the results of Synergy Training through stakeholder dialogue**

The Fujifilm Group began conducting FF/FX Synergy Training in 2008, with the aim of fostering reform. To incorporate the results of this training in future seminars, we held a stakeholder dialogue meeting at which participants exchanged opinions.

Frank opinions given by participants on the significance of the training program

The Fujifilm Group holds stakeholder dialogue meetings on various themes and regards these meetings, which provide opportunities for bidirectional communication, as an important CSR activity in the Group.



Looking back on the training brings a smile to the face

One such meeting was a dialogue on the Synergy Training, which targeted middle-ranking employees in Fujifilm and Fuji Xerox. The dialogue meeting was held on June 9, 2009, with 16 employees, personnel directors, and human resources development staff from within the Fujifilm Group participating in the training. Attendees reviewed the training from their own positions and discussed measures to generate and increase synergy across the Group.

Corporate Vice President Watanabe of FUJIFILM Holdings, who attended the meeting as an observer, first outlined the purpose of the dialogue meeting and then a training manager gave an outline. Subsequently, those who had participated in the training program talked about what they had experienced and learned. Some of their comments were: "We were able to discuss specific matters, which is not practical at general cross-industrial meetings," "I learned the importance of creating a mutual corporate culture in generating true synergy, in addition to mutual technologies and businesses," and "Participants confirmed that it is important to share expectations, beliefs, and a sense of risk in order to generate synergy." In addition, some described cases of voluntary cooperation that emerged after the training with comments such as, "We are holding ongoing meetings to discuss the possibilities of joint projects for technological development and production technologies," "Head office staff at the two companies are planning an event to build stronger camaraderie among Group employees," and "We asked members to cooperate with us, knowing that they have accumulated relevant business data."



Talking about post-training voluntary cooperation

Continuing to implement training programs and other activities to make all Group employees aware of the importance of reform

In addition to the positive comments on the results of the training, participants at the dialogue meeting reconfirmed the importance of continuing the training program and devising measures to incorporate the 28 proposals made by the participants into the Group's business management plans. Finally, Corporate Vice President Okamura, who was in charge of organizing the Synergy Training gave a closing speech in which he said, "The training represents a first step in making all Group employees aware of the importance of promoting reform, and I want participants in the training program to become reform leaders and communicate its importance to those around them. We will also continue to search for ways to accelerate reform."



[Participants in the dialogue meeting]

- **Facilitator:**
Mikiya Izuma, Principal, Fuji Xerox Learning Institute (FXLI)
* FXLI is mainly engaged in providing corporate groups with consultation on human resource development for organizational reform.
- **From the organizer of the meeting:**
Three directors in charge of personnel affairs at FUJIFILM Holdings, Fujifilm, and Fuji Xerox and five employees in charge of human resource development at the personnel departments of FUJIFILM Holdings, Fujifilm, and Fuji Xerox
- **From the participants in the training:**
Eight middle-ranking employees engaged in R&D, production technologies, sales, and staff administration at Fujifilm and Fuji Xerox

VOICE

>> Expecting more results from the best possible complementary relationship

This dialogue meeting has convinced me that Fujifilm and Fuji Xerox are building the best possible complementary relationship based on the best mix of differences and commonalities between the two companies. I was impressed with the generosity of management, who believe that greater possibilities will emerge from synergy between the two companies and patiently encouraged middle-ranking employees in activities to generate synergy. I believe that these valuable efforts will lead to better achievements in managing the Group's business, which in turn will help it meet the needs of society.



Mikiya Izuma
Principal
Fuji Xerox Learning Institute

TOPIC

Human resource development at Fuji Xerox of Shenzhen Ltd.: Supporting the development of individual employees

Fuji Xerox of Shenzhen, which is a production subsidiary of Fuji Xerox, is implementing its own Employees Assistance Program (EAP) to support employees in developing their capabilities and careers and maintaining and improving their mental health.

Starting an EAP to help younger employees manage stress and worry

As is often the case with companies in South China, Fuji Xerox of Shenzhen Ltd. has teenage production line workers who came to the city to work straight after graduating from rural schools. We started an EAP in 2006 after becoming aware that a lot of employees had communication problems with their managers and colleagues. They also had a variety of problems and no one to talk to about their worries and dissatisfaction. We obtained these findings from a survey we conducted on the stresses employees were experiencing in their personal lives and at work.



Educational program implemented in Shenzhen

More than 9,600 employees participate in 50 courses over three years

The EAP consists of various courses, on subjects such as "communication and human relationships," "managing stress," "mental health and managing your life," and "ideas and concepts for teamwork." These are said to be commonly-experienced themes in South China, and Fuji Xerox of Shenzhen holds the courses in cooperation with a local NPO called the Institute for Contemporary Observation (ICO) and an organization specializing in mental health. All employees participate in the mandatory course on "communication and human relationships" and we also provide them with a range of optional courses at their request, including courses on "friendship and managing emotions," "career planning," and "basic economic knowledge."

We also offered group leaders at the factory education on how to lead in addition to education on business management, in order to support them in encouraging communication with others both in their private lives and in business, and in developing their own careers.

Improving employee satisfaction with a hotline and face-to-face counseling service

In cooperation with an organization specializing in mental health, we opened a hotline and face-to-face counseling service to support employees' mental health. Any employee can use these counseling services for any problem, either by phone or face-to-face outside of working hours. Through these services, we provide young employees who have no one to talk to about their problems with opportunities to seek advice on psychological and physical problems.

By supporting young employees in developing not only as workers but also as individuals, we can increase their motivation, and they will then value their own growth and look after their mental health. This will in turn lead to greater employee satisfaction at work and for the company. Fuji Xerox of Shenzhen will continue to provide these services.



Toshihiko Okaji
Director & General Manager of
Fuji Xerox of Shenzhen Ltd.

► List of training courses provided in fiscal 2006 to 2008 (Extraction)

Total number of participants: 9,689	
Training theme	Number of participants
Career planning and work-life balance	209
Conduct in the workplace	204
Love, friendship, and sex	218
Good habits for higher productivity	100
Creating highly productivity teams*	69
Stress management	104
Examination of social disorders*	33
Roles of leaders on production lines*	44
Work-life balance	20
Managing your emotions	56

* Education for leaders

Corporate Profile

Fuji Xerox of Shenzhen Ltd.

- **Location:** Guanlan Dahe Village, Changqing Industrial Area, Bao An Shenzhen, China
- **Established:** June 1995 (started production in May, 1996)
- **Capital:** US\$ 38 million
- **Employees:** 5,271 (as of March 31, 2009)
*Chinese employees including temporary staff 5,241, Japanese 30

■ **Major products:** Development, production and sales of printers, copiers, multifunction devices, CRU and related parts

Website: <http://www.fxsz.com.cn/> (in Chinese only)

Responses to the climate change problem

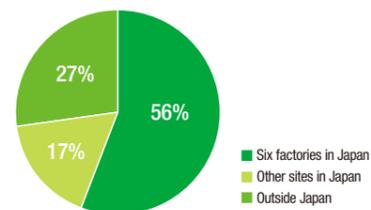
Implementing Versatile Anti-Global Warming Measures Globally

We will reduce the total CO₂ emissions of the Fujifilm Group based on the knowledge gained from reducing emissions at our six factories in Japan.

Achievements up to fiscal 2008

The Fujifilm Group has been implementing anti-global warming measures intensively at its six factories in Japan,¹ whose CO₂ emissions account for about 60% of the total CO₂ emissions of the Group, and has set challenging targets for each of the factories.² In 2003, we started to convert our fuel to natural gas and have been implementing a range of other measures, including improving the energy efficiency of our factories.

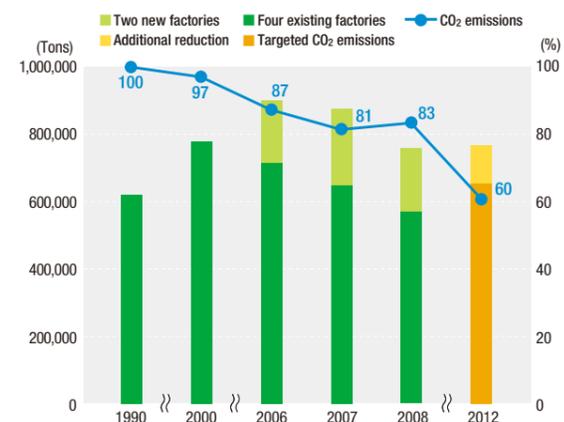
Breakdown of CO₂ emissions (fiscal 2008)



In fiscal 2006, two factories started to manufacture flat panel displays and the total CO₂ emissions from the six factories, including these two, was 900,000 tons. Both in fiscal 2007 and 2008, however, emissions decreased as a result of measures such as installing energy safety equipment and converting fuel to natural gas.

Of the six factories in Japan, the total CO₂ emissions for the existing four factories (the Ashigara and Odawara Sites of the Kanagawa Factory, the Fujinomiya Factory,

CO₂ emissions at the six major factories in Japan



and the Yoshida-Minami Factory) have decreased to less than the 1990 level. On the other hand, as a result of the substantial decrease in production following the slump in the global economy, production efficiency declined. As a result, both the energy consumption and CO₂ emissions increased in fiscal 2008 from the previous fiscal year.

*1. Six major chemical factories in Japan (the Ashigara and Odawara Sites of the Kanagawa Factory, the Fujinomiya Factory, the Yoshida-Minami Factory, FUJIFILM Opto Materials Co., Ltd., and FUJIFILM Kyushu Co., Ltd.)
 *2. To decrease energy use by 30% and CO₂ emissions by 40% by 2012 (from the 1990 level)

The future

We plan to convert all the fuel used at the Kanagawa Factory's Ashigara Site to natural gas by September 2009, thereby reducing CO₂ emissions from the site by 56,000 tons a year. We expect that total



Natural gas equipment at the Kanagawa Factory's Ashigara Site

CO₂ emissions from the six factories in Japan will reduce by at least 160,000 tons as a result of converting the fuel to natural gas in fiscal 2010.

We will further reduce total CO₂ emissions from the six factories by making investments in energy-saving equipment and implementing measures to increase efficiency. However, if it becomes difficult to achieve this target by fiscal 2012, we may need to examine using our emission rights (obtained by participating in the Community Development Carbon Fund of the World Bank).

Also, each operating company in the Fujifilm Group will set its CO₂ emission reduction target for around 2020 and will make a concerted effort to prevent global warming.

External evaluation

Receiving Company	Details	Awarding Organization
FUJIFILM Holdings	Ranked as No. 1 in the chemical industry in the Survey on Corporate Action and Management Systems for Climate Change (targeting 700 listed companies)	Integrex Inc.
FUJIFILM Holdings	Included in the Japanese CDLI (with a score of 88 points, the third highest among 149 Japanese companies)	Carbon Disclosure Project (CDP)

First example in Japan

Energy conservation at the Kanagawa Factory's Ashigara Site

To manufacture cellulose triacetate (TAC) film, it is necessary to keep the supplementary machines, including the compressors, operating even when the film-casting machine itself is not in



Members of the Ashigara Site Anti-Global Warming Committee (in charge of the energy conservation project)

operation. The Ashigara Site has taken on the challenge of reducing power consumption while the machinery is not in full operation and has introduced energy conservation measures for the supplementary machines, including minimizing the number of compressors actually in operation.

Activity and results (estimates for fiscal 2009)

● CO₂ emission reduction: 1,790 tons ● Cost reduction: 56 million yen

Second example in Japan

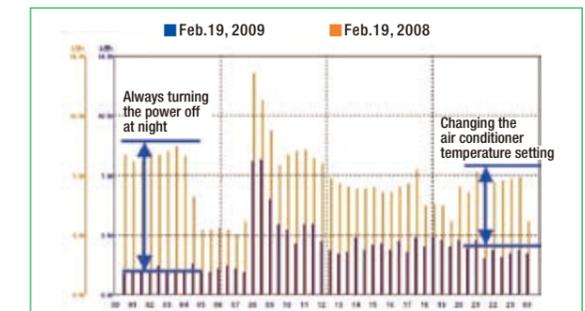
Visualizing the power consumption at the Kanagawa Factory's Odawara Site

The Odawara Site introduced a method to "visualize" the power consumption at the beginning of 2008. At present, 80% of the origin of consumption is identified to the building level, and 40% to the individual equipment level.



Members of the Odawara Site Anti-Global Warming Committee

Hourly power consumption before and after introducing the visualization system



Activity and results (estimates for fiscal 2009)

● CO₂ emission reduction: 4,522 tons ● Cost reduction: 121 million yen

Third example in Japan

"No Air Leaks!" at the Fujinomiya Factory

All employees at the Fujinomiya Factory are conducting activities to find out and eliminate waste and losses. Air needs to be supplied to the manufacturing equipment from air compressors, and if the air leaks from the pipes or machines, this leads to wasted energy. The factory conducted tests to find out and eliminate all air leaks.



Members of the Fujinomiya Factory Anti-Global Warming Committee



Activity and results (actual results for fiscal 2008)

● CO₂ emission reduction: 600 tons ● Cost reduction: 12 million yen

Fourth example in Japan

Measures taken in offices and at home (Fujifilm and its affiliates)

The ICE Project

The "Ideas for Cool Earth (ICE) Project," which is a team activity to reduce CO₂ emissions, was started in the spring of 2008, targeting a total of about 20,000 employees of Fujifilm and its affiliates.



Under this project, employees are encouraged to turn off lights, encourage eco-driving habits, and follow the "Cool Biz" and "Warm Biz" dress codes to conserve energy in the workplace, while at home with their families they are taking on the "ICE challenge" of leading more environmentally friendly lives in order to reduce their CO₂

emissions by one kilogram per person per day, which is the target set by Team Minus 6% supported by the Japanese Ministry of the Environment. Employees are also participating in the Candle Night project, encouraging eco-driving habits, and supporting "No Car Day" campaigns in their private lives.

Number of participants of the ICE Challenge 2008 and the result

- Participants: 12,355
 - CO₂ emission reduction: 559 tons
- The campaign to reduce CO₂ emissions from households was implemented in the winter of 2008 (for three months from October to December).

First example outside Japan

Measures taken at production, distribution, and sales sites

(More than 100 bases of Fujifilm Group companies in the United States)

Implementing "FUJIFILM unplugged"

At the beginning of 2009, the Fujifilm Group started its "FUJIFILM unplugged" energy conservation activity targeting more than 100 production, warehouse and distribution, and sales offices of Fujifilm Group companies in the United States with the participation of all employees (about 6,000), in order to prepare for the regulations to be imposed on CO₂ emissions from business activities. At the bases, energy managers are assigned to visualize the energy consumption. A website on which the bases can share relevant information has been opened to promote

good competition among the bases in reducing energy use and CO₂ emissions.

Measures

- Replacing lights with more efficient fluorescent lamps
- Introducing more efficient air-conditioning equipment
- Raising awareness
- Introducing motion and temperature sensors
- Turning off unnecessary lights

Effects expected in three years (in 2012)

- Annual CO₂ reduction: 29,350 tons (Equivalent to a 15% reduction)

Second example outside Japan

Measure taken at the production site of FUJIFILM Manufacturing Europe B.V.

(a factory in the Netherlands)

Introducing wind power generators

FUJIFILM Manufacturing Europe B.V., which is located in Tilburg in the Netherlands, is planning to install wind power generators within its premises in cooperation with Evelop International of the Netherlands. At present, they are following the procedures to obtain environmental approval and a construction permit from the government, and are aiming to start operating the generators, which will be the



Image picture

first wind power generation facilities in the area, in the spring of 2012. The factory will be able to sell the surplus power generated through the national power transmission network.

Specifications of the facilities and the result

- Wind power generators: Five (with a capacity to produce up to 3 MW per unit)
- Power generation: About 22,000 MWh/year (equivalent to 28% of annual purchase)
- Annual CO₂ reduction: About 15,000 tons (equivalent to 15% of annual emissions)

Developing a CSR-oriented procurement framework

CSR-Oriented Procurement Based on Partnership with Suppliers

The Fujifilm Group is improving its conventional green procurement activities to a higher level in cooperation with its suppliers.

Understanding the actual situation and studying how to formulate a procurement policy

Fujifilm introduced green procurement (selection of suppliers and products to be procured) in fiscal 2000. In fiscal 2006, we added new items to our survey on the environmental friendliness of our suppliers, including items such as "compliance," "quality and safety," "information security," "fair trade and ethics," "safety and health," and "human rights and labor," in order to promote CSR-oriented procurement.

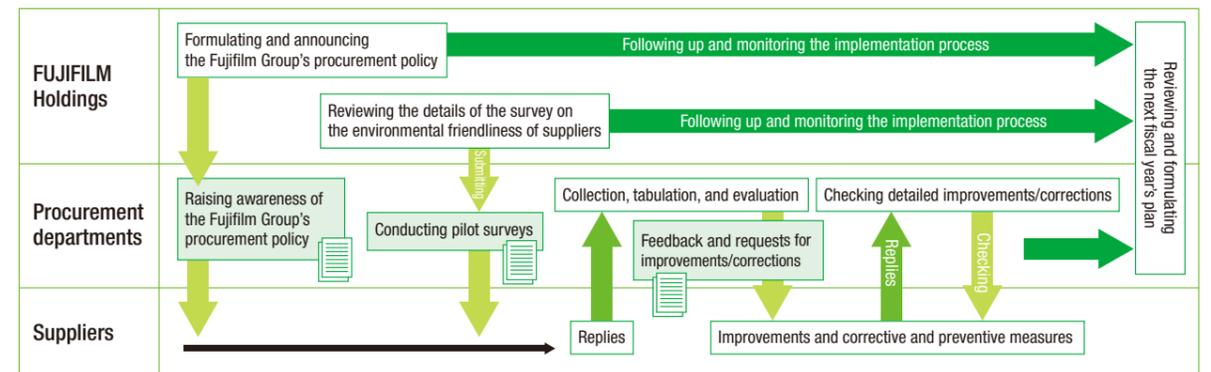
In the past, we conducted CSR surveys targeting suppliers, but did not proactively implement CSR-related measures for them. In fiscal 2008, to enhance the implementation process and range of the survey, we held a conference of CSR-oriented procurement facilitators, which comprised members from the departments related to CSR, materials procurement, and environmental issues

in FUJIFILM Holdings, Fujifilm, and FUJIFILM Business Expert after investigating the actual status of procurement in the Fujifilm Group, including at its affiliates. The conference has been studying how to formulate the Group's procurement policies and methods to ensure CSR-oriented procurement.

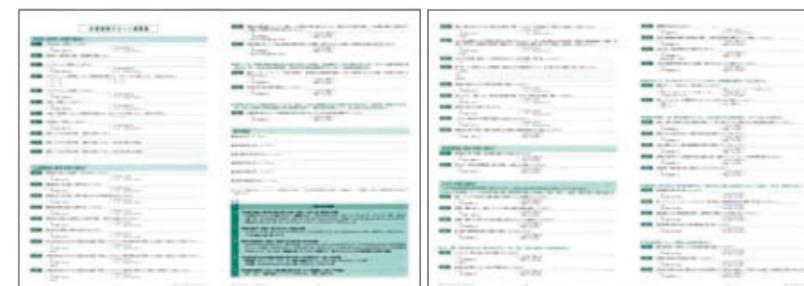
Starting pilot surveys and establishing the basis for CSR-oriented procurement

In fiscal 2009, our departments in charge of procurement will conduct pilot surveys among suppliers to establish the basis for CSR-oriented procurement across the Group. In order to increase the effectiveness of CSR-oriented procurement, we will encourage two-way communications with suppliers in addition to sending out a questionnaire, which is a one-way communication tool, so that suppliers can understand our ideas on CSR-oriented procurement.

Plan to ensure CSR-oriented procurement (for fiscal 2009)



Form of the questionnaire on the environmental friendliness of suppliers



Conference of CSR-oriented procurement facilitators

 Conserving biodiversity

Starting with What We Can Do to Conserve Biodiversity

The Fujifilm Group believes that the biodiversity problem is as critical as climate change. Biological resources, which are the basis for the existence of humankind and for all corporate activities, cannot be secured without biodiversity. Based on this recognition, we are implementing measures to conserve biodiversity across the Group.

Formulating basic concepts

We regard tackling the biodiversity problem as one of our basic responsibilities, which will in turn help us achieve social and corporate sustainability.

On June 1, 2009, FUJIFILM Holdings established the Fujifilm Group Guidelines for Biodiversity to clarify the Group's policy on conserving biodiversity and support the implementation of specific measures.

Fujifilm Group Guidelines for Biodiversity

Basic Concepts

In order to create a sustainable society, we have a responsibility to sincerely address serious problems currently facing us to eliminate negative legacies being passed on to future generations.

Among these serious problems, including climate change issues such as global warming, is biodiversity loss that is occurring at critical speed due to destruction of ecosystems and extinction of various living species.

Biodiversity provides us with food, medicine, and energy while reducing the risk of disasters. It is the very foundation of our culture and art, supporting our life and daily activities.

As the Fujifilm Group's business activities are closely related to biodiversity, it is our responsibility to avoid or minimize negative impacts on it, by addressing its preservation and sustainable usage. In doing so, it is essential to take into consideration that we exist in a state of global interdependence and keep an international perspective when taking necessary actions.

Action Guidelines

1. To avoid destruction of biodiversity

Biodiversity is the "web of life." In business activities, the Fujifilm Group avoids or minimizes negative impacts on this web of life, and gives due consideration not to have anything to do with destruction of the web.

2. To preserve biodiversity

In business activities, the Fujifilm Group strives to keep the natural environment healthy and diverse, considering environmental preservation that reflects the natural and social conditions of each local community.

3. To make best use of biodiversity

The Fujifilm Group adopts sustainable methods to use biological resources for business activities, based on a long-term point of view, in order to maintain biodiversity for future generations.

4. To act globally

The Fujifilm Group strives to recognize impacts on biodiversity to reduce environmental burdens in domestic and overseas value chain frameworks when performing business activities.

5. To meet social requirements

The Fujifilm Group complies with international laws and regulations regarding biodiversity, and values collaboration and harmony with public bodies, NPO/NGOs, and other companies.

6. To share information

The Fujifilm Group proactively discloses information on activities regarding biodiversity. The Fujifilm Group also makes efforts to raise employees' awareness of biodiversity issues to improve the quality and effectiveness of the Group's activities for such issues.

Adopted Date: June 1, 2009

Awareness-raising among employees

In order to raise awareness of the biodiversity problem among employees, Fujifilm and Fuji Xerox cooperated in publishing feature articles on biodiversity in their in-house magazines and on their intranets to help employees learn about the basics and deepen their understanding of present problems and challenges.

Intranet "INSITE"



All Fujifilm Group employees including Fuji Xerox can also access the ALL FUJIFILM GROUP INSITE website. The website address is given in the feature articles on biodiversity published in the in-house magazine (*Xerox Life*) to promote information sharing across the Group. On the INSITE website, steps on how to conserve biodiversity as well as data from questionnaires and stakeholder dialogues are also introduced.

In-house magazines

Fujifilm: *We'll*



Fuji Xerox: *Xerox Life*



Doing what we can: Supporting the Monitoring Sites 1000 project

The Monitoring Sites 1000 project was launched in fiscal 2003 by the Japanese Ministry of the Environment based on its national strategy for biodiversity. This project aims to detect signs of ecosystem degradation as early as possible by conducting long-term (100-year) monitoring surveys at 1,000 selected sites across Japan, which will help implement measures to conserve biodiversity rapidly.

Survey items are chosen for each ecosystem, specifically for local mountain areas, forests, lakes and marshland, and coastal areas. The Biodiversity Center of Japan is encouraging networking among researchers, local experts, and NGOs and NPOs, who will cooperate with the monitoring surveys.

FUJIFILM Holdings donated 1,000 negative films (ISO speed rating: 800) for surveys to be conducted on mammals, in response to a request from the Nature Conservation Society of Japan, which is serving as a coordinator in monitoring surveys on local mountain areas. (The number of films donated is enough for the mammal surveys that will be conducted in fiscal 2009.)

We are regularly discussing the kind of support needed and types of cooperation with the Biodiversity Center of Japan and the Nature Conservation Society of Japan in the search for more specific forms of cooperation.

VOICE

» Achieving more than expected with a sensor camera

We are conducting monitoring surveys on mammals living on local mountain areas at 54 sites across Japan using infrared ray sensor cameras. The surveys are obtaining valuable data, including the expanded distribution of foreign species and local fauna. We cannot take pictures of nocturnal mammals like foxes that move very quickly without a camera and high-speed film, but with the digitization of cameras, it is becoming difficult for us to procure the necessary equipment. Under these circumstances, we feel very grateful for the support given to us by the Fujifilm Group and also highly appreciate the Group studying ways to cooperate with us beyond just providing film.



A warty fox carries a dead rabbit in its mouth at night

Photo: The Biodiversity Center of Japan, Ministry of the Environment; Nature Conservation Society of Japan and the Satoyama Shizen Gakko Hazumi-no Sato NPO



Mayuko Fukuda
Research Division
Nature Conservation Society of Japan



Social contribution activities: Archiving *Shogozo* scrolls in the Office of the Shosoin Treasure House

Social and Cultural Contributions through Unique Photo and Film Technologies

Microfilm has features that other recording media do not have, such as the ability to provide beautiful high-definition images and excellent durability. The Fujifilm Group is making use of this unique characteristic of film to support the recording and preservation of valuable cultural assets and artworks.

Copying precious Buddhist sutras from 1,200 years ago on to color microfilm

In 1999, the Fujifilm Group started a project to preserve the *Shogozo* scrolls stored and kept by the Imperial Household Agency's Office of the Shosoin Treasure House jointly with the Agency and Maruzen Co., Ltd. Specifically, we will copy all 4,960 scrolls onto color microfilm and publish a digital DVD-R (CD-R) edition of the scrolls. We had already photographed about 2,100 scrolls by the end of 2008, but it will take another 10 years to complete this long-term project because in order to minimize the damage to historical materials, we must choose the appropriate season and time for photographing them carefully.

Shogozo scrolls are Buddhist sutras kept in the Shogozo sutra storehouse at Sonshoin, a small temple located within the premises of the Todaiji Temple. The scrolls (about 5,000) include sutras written a long time ago in China's Sui and Tang dynasties as well as those created in Japan in the Nara and Nanboku-cho periods. The scrolls were bequeathed to the Imperial Family together with the storehouse in 1893, and at present are managed by the Imperial Household Agency's Office of the Shosoin Treasure House. Many people have wanted to access these scrolls for research into Buddhism, history, and the Japanese language, but because of the great value of

those historical materials, very few people were given access, and only under very strict conditions.

The project was launched to give wider access to the scrolls, and Fujifilm's color microfilm was chosen as the media on which to copy the materials because of the high definition and high quality of the color. The EzMapper browser was developed jointly by FUJIFILM Imagetec and Micro Service Center for the DVD-R editions, which have been successively published by Maruzen since 2000, starting with the sutras written in China's Sui and Tang dynasties.



Miyuki Oyama, FUJIFILM Imagetec, Shinya Sasai and Tetsuhiko Mizoguchi, Academic & Education Business Division of Maruzen (from left)

Photographing the sutras, which only experts from the Office of the Shosoin Treasure House are allowed to touch

The *Shogozo* scrolls have been surveyed and repaired since the Meiji period and the scrolls to be photographed are chosen based on the past survey and repair records. Only experts from the Office of the Shosoin Treasure House are allowed to actually touch the scrolls, and they must carry them to the photographing desk and make the necessary preparations. The



Expert from the Shosoin placing a scroll on the photographing desk

desk incorporates a scale to check the size of each scroll.

The scrolls are photographed on FUJIFILM microfilm Type R using a mini copy camera S2. First the scroll is photographed rolled up, then its front and back covers are photographed, and finally the text. The originals of the microfilms are preserved and duplicates are made for various purposes, including scanning to make the digital DVD-R edition.

Publication of digital DVD-R editions contributes to research into Buddhism and the Japanese language

There are no other examples of so many old Buddhist sutras preserved in such a good condition even in China and so it is quite important to photograph the *Shogozo* scrolls to guarantee that they are preserved. By publishing DVD-R editions, the project can also make a significant



Additions (circled parts) made in white to the texts of the *Shogozo* scrolls

TOPIC

Cooperating with the archiving project of the National Archives of Japan

The National Archives of Japan is playing a very important role in preserving precious public documents and materials, which are the common assets of the Japanese people, for future generations. We are in charge of preserving national historical materials and allowing the public access to these materials.

At present, we are continuing to digitize historical materials onto highly durable film to make them available on our website in the Digital Gallery. (http://jpimg.digital.archives.go.jp/kouseisai/index_e.html)

To do this, we need to use advanced photographic technology for materials that are not kept in good condition and we also have to check the condition of the material to be photographed onto film carefully, using our extensive experience in archiving ancient documents.

This project can continue with its task due to the relationship of trust that exists between us and FUJIFILM Imagetec, thus fulfilling our essential role of giving the Japanese people access to historical materials, while minimizing the impact on the valuable originals.

Taeko Ooga, Itaru Aritomo, and Junko Yamazoe
National Archives of Japan

VOICE

Long-term project that will take ten years to complete

To minimize the damage to the historical materials, we photograph them only on weekdays during two weeks in the spring and winter, between 9:30 a.m. and 3:30 p.m. It takes about 15 to 20 minutes to photograph a scroll and so only around 24 scrolls can be photographed in a day. However, we have already photographed around 2,100 scrolls. I think that photographing all the *Shogozo* scrolls and organizing the resulting data is very important work.



Kazuki Sugimoto
Director of the Office of the Shosoin
Treasure House, Imperial Household Agency

contribution to research into Buddhism and the Japanese language.

The Japanese language, which forms the basis of Japanese culture, has been greatly influenced by the culture of China, which was introduced to Japan through Buddhist sutras and other materials. The *Shogozo* scrolls are representative materials that can help researchers understand the process of development of the Japanese language. It is expected that providing researchers with an opportunity to analyze the materials using high-definition color images will result in new findings. For example, new findings could emerge about the development of hiragana, katakana and Japanese grammar through examining the additions made in white to the texts of the sutras and what has been erased.

Corporate Profile

FUJIFILM Imagetec Co., Ltd.

- Location: 3-6-30 Nishi-gotanda, Shinagawa-ku, Tokyo 141-0031, Japan
- Established: May 29, 1981
- Capital: 100 million yen
- Business outline: Services related to images and information for business use
- Employees: 380 (as of April 2009)
- Service field: Business imaging fields such as high quality laboratory works, displaying, archiving, digitizing, ID/IC cards, image pictures for mobile phones

Website: <http://fjit.fujifilm.co.jp/> (in Japanese only)



The original signature on the Constitution of Japan (right) and the preamble to the Constitution of Japan (left)



Members of the National Archives of Japan and FUJIFILM Imagetec



Social contribution: volunteer planting in China

More Than Ten Years of Volunteer Tree Planting by the Fujifilm Labor Union in China

The Fujifilm Group's social contribution activities involve not only management, but also its labor union. As a representative example of a unique social contribution, the labor union has been carrying out volunteer tree planting in China and sent its 11th mission to the country in 2008.

Actively contributing to society since 1998, after celebrating the 50th anniversary

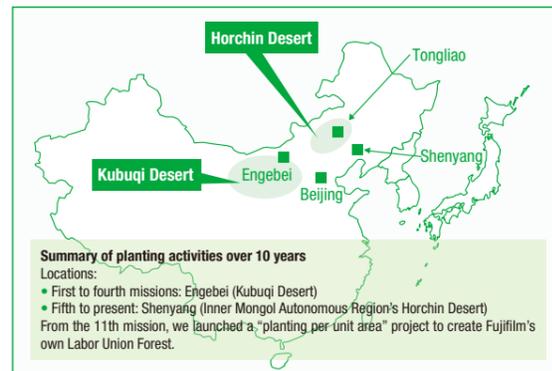
The Fujifilm Labor Union has been conducting its volunteer planting activity in China annually since 1998.

The labor union has been actively contributing to society from the viewpoint of "what we can do," rather than "what we can get." After celebrating its 50th anniversary in 1997, the union expanded its social contribution to include environmental conservation. Specifically, in order to make the Earth greener so that people can live here with a bigger smile, it started its "Green Smile" activities, which include "Green Aid" cleanup, support for reforestation, and the greening of China's deserts.

From 1998 to 2001, the union sent four missions to China, one every year. Each mission was composed of around 15 employees, who participated in reforestation activities in the Kubuqi Desert, led by the Japan Association

for Greening Deserts. Subsequently, the union has been continuously dispatching missions for reforestation activities in the Inner Mongolia Autonomous Region's Horchin

► Regions involved in greening activities



Desert through an NPO named "Green Network." From the ninth mission sent in 2006, employees of local Fujifilm Group companies also began participating in the mission, and the 136 volunteer employees sent to the 11th one in 2008, including 11 members of the labor union, participated in tree-planting missions.

Planting 800 trees and making a 300-square-meter straw grid in 2008

The 11th mission to China was sent for the period from April 29 to May 6, 2008. The mission was composed of six employees from Japan and 13 employees from six local Fujifilm Group companies located in Shanghai, Suzhou, and Hebei, including FUJIFILM (China) Investment Co., Ltd.



Making a straw grid

The Horchin Desert is designated as one of the most rapidly desertifying areas by the Chinese government. The mission planted 800 pine trees in the desert supported by local farmers and students and made a straw grid of about 300 square meters to prevent the inflow of sand. They also trimmed the poplars planted by past missions. The members toiled together in expanding the continuous greening of the desert.



Participants in the 11th green mission to China

In addition to contributions from individual participants, the labor union also shares the cost of sending the mission by using its Green Smile Fund established in 1998 (comprising fund from the general account of the union and donations from employees). Employees participate in the mission by taking volunteer leave, etc.

VOICE

» Recognizing that contributing to society is not difficult

I participated in the 11th mission as a leader and it is now clear to me that social contribution is not difficult, but something that anyone can do. I have also learned the importance of enjoying doing what I can for others. After participating in the mission, I have been committed to saving energy, for example by starting to drive more slowly. I have decided to do what I can, instead of just thinking about it.



Hirokazu Misawa
Secretary of the Kaisei Branch
Fujifilm Labor Union

VOICE

» The significance of the activity is obvious once you have seen the desert

I used to think that Inner Mongolia was covered by sweeping fields of green grass, but what I actually saw there was shocking desertification, which brought home to me the significance of the planting project. I am sure others also recognized the importance. We worked hard, and planted as many as 300 pine trees in one day. We planted more on the next day and I hope that the seedlings we planted will grow into the most beautiful green trees in the planted area.



Yan Bin
Section Chief, Operation Department
FUJIFILM (China) Investment Co., Ltd.

Message

Fostering social contributions in Japan to enable more employees to participate

The Fujifilm Labor Union began sending missions to China for the greening of deserts 11 years ago. I myself participated in the 10th mission sent in 2007. From my experience, I believe it is meaningful for employees to (1) participate in a mission to see the effects of desertification for themselves and to realize that global environmental problems are urgent; (2) to work as a team with other participants; and (3) to have exchanges with local farmers. Employees of Group companies in China also began participating in the missions three years ago, and employees from Japan can now hold exchanges and collaborate with their colleagues in China through these activities, beyond differences in nationality and language.

In 2009, the labor union will dispatch its 12th mission to China and this will carry on into the future. However, we think it important to encourage social

contribution activities in Japan, too. In 2008, we began looking at participation in Chiba Prefecture's local forest conservation project and in the reforestation program in Hinohara Village located in the western part of Tokyo conducted by the NPO Fujinomori, in addition to the Mt. Fuji cleanup project in which we are already participating. We will hold more specific activities also in Japan, so that more employees and their families can participate in environmental conservation and change their behavior based on the experience gained through participation.

Sanae Takahashi

Deputy Chairman of the Central Executive Committee
Fujifilm Labor Union



Fujifilm Group Social Contribution Policy

The Fujifilm Group will work together with local communities as a good corporate citizen and contribute to society by responding sincerely to the demands and expectations of those communities. The Group has established the following action plan for implementing this policy.

1. Main activities

The Fujifilm Group will primarily focus on the fields of: research and education; culture, the arts and sports; health; and environmental conservation.

2. Importance of these activities

- (1) Undertake these activities through cooperation and collaboration
 In implementing these activities, the Fujifilm Group places importance on communication and partnerships with NPO / NGOs, local communities and others.
- (2) Active support for volunteer activities
 The Fujifilm Group values living in harmony with local communities and contributing to society through the voluntary participation of employees and fully supports these activities.

Major activities and awards in fiscal 2008

Research and education: Received the Prime Minister's Commendation at the Barrier-Free, Universal Design Contributors Awards 2008. (For Fuji Xerox's production of large-font textbooks for children with reduced eyesight) (Dec 3, 2008)

http://www.fujixerox.com/eng/company/news/2008/1203_kakudai.html

Culture, the arts and sports: Seven people who were about to enter Fuji Xerox in April participated in the Fuji Xerox Super Cup 2009 (the J League's opening game for the new season) as volunteers. (Feb 28, 2009)

Health: Received a prize at the Nikkei BP Technology Awards 2009 (for FUJIFILM's double-balloon endoscopy for easier diagnosis and treatment of small intestinal diseases) (Apr 6, 2009)

Environmental conservation: A total of 55 employees and their families from FUJIFILM's Fujinomiya Factory joined in a project to clean up Mt. Fuji with the NPO Fuji Club. (Nov 1, 2008)



CSR activities in the United States

Fulfilling CSR in the U.S. Market Too and Contributing to Improving the Quality of Life of Local Residents

The Fujifilm Group started its business in the United States more than 40 years ago with only six employees. Since then the Group has extensively developed its business and has about 6,000 employees in the country now. In the following pages, we will introduce the CSR activities conducted by Group employees in the United States.

CSR activities conducted at more than 100 bases located in 32 states

The Fujifilm Group launched its business in the United States in 1965 with only six employees, at an office in the Empire State Building in New York. For more than 40 years since then, the Group has successfully developed its business and has around 6,000 employees now. At present, the Group has 17 affiliates in the country, which are operating in a total of 32 states, and the number of bases totals more than 100, including R&D, production, sales, and service support bases. As in Japan, the Group is conducting a range of businesses in the United States, including the manufacture of inkjet printer heads, UV inks, and semiconductor-related materials; proposals for software solutions for printing and medical diagnostic imaging systems; and the provision of technological and support services. At present, annual sales in the United States account for about 15% of the total sales of the Fujifilm

Group. The U.S. market has thus become an important market for the Group.

In running its businesses in the country, the Fujifilm Group naturally thinks it important to fulfill its corporate responsibility as in Japan, and accordingly, all local Group companies are engaged in CSR activities. In particular, for environmental conservation and occupational health and safety activities, the companies are proactively implementing measures under the governance of FUJIFILM Holdings America Corporation. Customers are provided with information on the Fujifilm Group's CSR activities in a special brochure published and distributed for the purpose.



Brochure on CSR activities

The Fujifilm Group's bases in the United States



Products and materials manufacturing in the Fujifilm Group in the United States



Evaluations and awards in the United States

Receiving Company	Evaluation/Award	Details	Awarding Organization
FUJIFILM U.S.A., Inc.	"Sustainability Award" and "2008 Supplier of the Year"	Products and services (quality of service and response to customers)	Walmart
FUJIFILM Medical Systems U.S.A., Inc.	KLAS Awards	Products and services (The Velocity SpeedSuite® a Fujifilm DR (FDR))	KLAS
FUJIFILM Recording Media U.S.A., Inc.	"Supplier of the Year Award"	Products and services (quality, deadline, and technology)	Vision Business Products, Inc.
FUJIFILM Electronic Materials U.S.A., Inc.	Intel Corporation's Preferred Quality Supplier 2009	Products and services (Quality, deadline, and technology for semiconductor products)	Intel
FUJIFILM Imaging Colorants, Inc.	Canon Green Procurement Standards Achieved	Products and services (product management and safety)	Canon

FOCUS 1 Environmental conservation and occupational health and safety

Enhanced governance of affiliates by FUJIFILM Holdings America

The Environment, Health & Safety (EHS) Department of FUJIFILM Holdings America Corporation supervises all environmental conservation and occupational health and safety activities at Fujifilm Group companies in the United States.

In April 2007, this local holding company began sharing information proactively with employees in charge of environment and safety at each of the affiliates, in order to improve their EHS activity level, to make the environmental goals of all the affiliates consistent with the philosophy of the Fujifilm Group Green Policy, and to improve the cost efficiency of their EHS activities, while collecting important information for the Group. The EHS Department provides the affiliates with the following services. As a result, they have improved their environmental and occupational safety and health performance while also substantially reducing related management costs.

Services provided by the EHS Department:

- Provision of latest information on environment and occupational health and safety
- A database on related laws and regulations
- Provision of training programs through the Internet
- Provision of information exchange opportunities through the Internet
- Organization of an annual forum for information exchange
- Provision of mutual audit opportunities

Common targets and achievements

	Common Targets	Achievements
1	Reducing the release of hazardous waste at manufacturing sites	Reduced the release by selling more waste as valuable resources based on a waste disposal plan.
2	Reducing the emission of greenhouse gases (Taking fiscal 2006 as the baseline year)	Conducted effective energy conservation activities based on the equipment guidelines and an energy management program.
3	Promptly collecting environmental and safety information about products	Introduced a management system for product safety information.

In fiscal 2008, the EHS Department took the initiative to achieve the common targets of local Group companies (see above table).



Celia A. Spence

VP, Environment, Health & Safety Dept.
FUJIFILM Holdings America Corporation

Corporate Profile

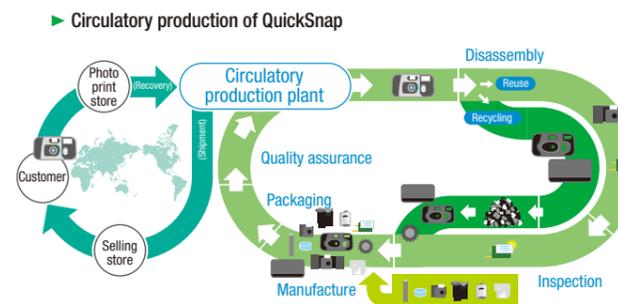
FUJIFILM Holdings America Corporation

- Location: 200 Summit Lake Drive, Valhalla, NY 10595-1356, U.S.A.
- Established: September 1990
- Capital: U.S. \$ 2,457.65 million (as of March 2009)
- Employees: 150 (as of March 2009)
- Business outline: A holding company of manufacturing and sales companies in the U.S.

Website: <http://www.fujifilmusa.com/>

Circulatory production of QuickSnap by FUJIFILM Manufacturing U.S.A., Inc.

FUJIFILM Manufacturing U.S.A., Inc. is engaged in circulatory production of QuickSnap, as shown in the following figure. QuickSnap single-use cameras sold across the world are collected after use in three bases in Japan, Europe, and the United States, and then recycled and reused



in manufacturing new QuickSnap cameras at the plant in the United States, where almost all of the total amount recovered is collected. The highly advanced factory is equipped with a circulatory production system that is developed in Japan, and the Fujifilm Group manufactures all of its QuickSnap products for loyal users of photo films all over the world.

Corporate Profile

FUJIFILM Manufacturing U.S.A., Inc.

- Location: 211 Pucketts Ferry Road, Greenwood, SC 29649, U.S.A.
- Established: July 1988
- Capital: U.S. \$ 704.2 million (as of March 2009)
- Employees: 848 (as of March 2009)
- Business outline: Production, R&D center
- Major products: Color papers, production of QuickSnap, PS and CTP plates for offset printing, etc.

Website: <http://www.fujifilm-sc.com>

FOCUS 2 Introducing examples of social contribution activities

In the United States, the Fujifilm Group is conducting social contribution activities to help solve health problems including cancer, and social problems such as domestic violence and poverty. The Group is conducting these activities also in other areas including Africa and Brazil as an extension of their activities in the United States.

Enhancing quality of life for esophageal cancer patients in Kenya

FUJINON, Inc.

FUJINON, Inc. provides endoscopy solutions to minimize burdens imposed on patients and contribute to the improvement of the quality of their lives. FUJINON's endoscopes are suitable not only for the diagnosis of stomach disorders but also for the diagnosis of disorders in narrow organs such as the esophagus. (In particular, with transnasal endoscopy, which uses a slim endoscope, it is possible to observe the affected area from various directions.)

Recently, the annual death rate of esophageal cancer patients has exceeded 400,000 worldwide, with 80% of those deaths occurring in developing countries. Under these circumstances, FUJINON, Inc. donated endoscopic equipment to Tenwek Hospital in rural, western Kenya, including video processors, monitors, colonoscopes, gastroscopes, printers, and consumable items. The donation was made in support of the efforts made by Dr. Russell White, Clinical Associate Professor of Surgery at Brown University School of Medicine and by the Chief of Surgery at the 300-bed mission hospital located in Bomet, Kenya.

Tenwek Hospital is the only hospital in western Kenya where esophageal cancer patients can receive the diagnosis and treatment and this hospital performs over 1,500 procedures annually. According to Dr. White, however, their medical equipment, including the endoscopy equipment, is becoming older but it is difficult to introduce new equipment while minimizing the financial burdens on patients in the present management situation. Then, FUJINON, Inc. donated endoscopic equipment. To Tenwek Hospital.



Providing digital cameras to organizations selected by company employees

FUJIFILM Holdings America Corporation

In 2008, over 60 company employees from seven Fujifilm Group companies in the United States selected their favorite community organizations, including food banks, hospitals, and social service agencies. The employees presented a Fujifilm consumer digital camera to each of the selected organizations to help them further their mission and enhance the quality of life in their communities.



Giving support to the victims of domestic violence

FUJIFILM Holdings America Corporation

FUJIFILM Holdings America Corporation received 2009 Corporate Vision Award from Sanctuary for Families, the largest nonprofit organization in New York State dedicated exclusively to serving domestic violence victims and their children. Over the course of many months, Ms. Stoyer photographed the struggles of several Sanctuary clients as they took the "long journey" away from domestic violence and toward a safe and independent life. The photographer also taught these women how to take pictures as a way to rediscover, through photography, the self-esteem, strength, and joy that had been taken away from them through years of abuse.

FUJIFILM Holdings America Corporation, highly valuing the purpose of this project, offered financial assistance to it, as well as professional photo films, ink jet photo paper, and FinePix S8100 digital cameras.



Donating to the "Plant a Billion Trees" Project

FUJIFILM Hunt Chemicals U.S.A., Inc.

FUJIFILM Hunt Chemicals U.S.A., Inc. in Allendale, New Jersey promoted the recycling of office paper, and based on the weight of paper recycled, donated money to the Plant a Billion Trees Project run by The Nature Conservancy. The Nature Conservancy is a leading environmental conservation organization working around the world to protect ecologically important land and waters for nature and people. A total of about 3,000 kilograms of office paper was collected for recycling and 682 trees planted in the Atlantic Forest in Brazil.



Selling digital camera sets to raise breast cancer awareness

FUJIFILM Medical Systems U.S.A., Inc. FUJIFILM U.S.A., Inc.

FUJIFILM U.S.A. Inc.'s Electronic Imaging Division teamed up with FUJIFILM Medical Systems U.S.A., Inc. to sell a limited number of digital camera sets with the aim of raising breast cancer awareness as part of the Mammograms for a Million Moms campaign promoted by FUJIFILM Medical Systems U.S.A. One set is composed of a Fujifilm FinePix Pink Z20 digital camera, a camera case, an xD memory card, a keychain, and a brochure giving important information about mammograms.



Contributing to the Kibera Slum Photo Project in Nairobi, Kenya

FUJIFILM U.S.A., Inc.

FUJIFILM U.S.A., Inc. donated Fujifilm QuickSnap cameras to the largest slum in Africa, with a population of over one million people, half of whom are children. In the slum, volunteers working at welfare facilities are trying to rescue orphans and at-risk children (a total of 300 children aged from three to 15), by feeding them and teaching them. As part of these activities, a photo workshop was held for 30 of the older children by a professional photographer, who taught them how to take photos using QuickSnap. This event pleased the children a lot.



Participating in Lowell General Hospital's Team Walk for Cancer Care

FUJIFILM Recording Media U.S.A., Inc.

Team Walk for Cancer Care is a celebration of life, spirit, and hope. The uniqueness of Team Walk is that all the money raised through this program is used for the patients and their families living in Massachusetts, where FUJIFILM Recording Media U.S.A., Inc., is located. The incredible spirit of Team Walk brought purpose to each step participants took and also hope to patients. Employees of the company also participated in the walk and raised donations both as a company and as individuals.



Donating to the V Foundation Fund

FUJIFILM Recording Media U.S.A., Inc.

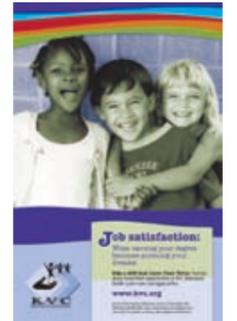
The V Foundation is a charitable cancer research organization founded in 1993 by ESPN (a broadcasting station specializing in sports) and the late Jim Valvano, the legendary North Carolina State basketball coach and ESPN commentator. At the Foundation's event called "Show Your Spirit," FUJIFILM Recording Media U.S.A. and its company employees donated money and showed their support for cancer research by wearing their favorite team uniforms.



Offering free-of-charge printing service to KVC Behavioral Health Care, Inc.

FUJIFILM Sericol U.S.A., Inc.

KVC Behavioral Health Care, Inc. (KVC) is a private, not-for-profit organization providing medical and behavioral healthcare, social services, and education to children and families. FUJIFILM Sericol U.S.A., Inc. meets a portion of KVC's printing needs with the digital printing equipment in its Inkjet Solution Center by printing for KVC during customer demonstrations of the equipment.



Participating in Dartmouth Medical School's The Prouty Race

FUJIFILM Dimatix, Inc.

Company employees of FUJIFILM Dimatix, Inc. participated in The Prouty Race to help raise money for cancer research. In 2008, more than 4,000 people participated in the bicycle and walk race and about two million dollars were raised. The Prouty Race began in 1982 when four nurses rode 100 miles through the White Mountains of New Hampshire to honor Audrey Prouty, one of their patients who bravely fought against cancer. Since then, the event has raised more than eight million dollars for cancer research, education, and clinical trials.

