

October 16, 2007
FUJIFILM Holdings Corporation

Announcement of Execution of Buyback of Company Shares

(Buyback of Company Shares Based on the Articles of
Incorporation as Stipulated in paragraph 2, Article 165, of the Corporate Law)

FUJIFILM Holdings Corporation (the “Company”) announced today that, based on the stipulations of paragraph 3, Article 165, of Japan’s Corporate Law, as interpreted in the light of Article 156 of the Corporate Law, it conducted a buyback of Company shares as outlined below.

Please note also that this buyback of Company shares completes the buyback that was approved by the Board of Directors on September 26, 2007.

Outline of the Buyback:

1. Type of shares bought back: Common stock
2. Number of shares bought: 2,700,000
3. Total value of shares bought: ¥14,660,492,000
4. Dates when the buyback was conducted: From October 1, 2007, to October 15, 2007
5. Method of purchase: Market purchases on the Tokyo Stock Exchange

Additional Information:

Details of the buyback approved by the Board of Directors at its meeting of September 26, 2007, are as follows:

1. Type of shares to be bought back: Common stock
2. Number of shares to be bought: 2.7 million (upper limit)
3. Total value of shares to be bought: ¥15 billion (upper limit)
4. Dates for purchase: October 1, 2007, to December 20, 2007
5. Method of purchase: Market purchases on the Tokyo Stock Exchange