



FUJIFILM Holdings Corporation

Shigetaka Komori
President and Chief Executive Officer

October 1, 2008

Announcement of Adjustment of Conversion Price and Minimum Conversion Price of the Convertible Bonds

The Conversion Price and Minimum Conversion Price of the Convertible Bonds issued on April 5, 2006, are being adjusted as follows:

1. Adjustment of Conversion Price and Minimum Conversion Price

(1) Adjustment of Conversion Price

Issue of Bonds	Before Adjustment	After Adjustment
Floating Rate Convertible Bonds due 2011 Series A	¥5,275.7	¥5,274.0
Fixed Rate Convertible Bonds due 2011 Series B	¥5,275.7	¥5,274.0
Floating Rate Convertible Bonds due 2013 Series A	¥3,768.3 *	¥3,767.1
Fixed Rate Convertible Bonds due 2013 Series B	¥3,768.3 *	¥3,767.1

* The Conversion Price of Floating Rate Convertible Bonds due 2013 Series A and Fixed Rate Convertible Bonds due 2013 Series B was reset from ¥4,898.8 to ¥3,768.3 on October 1, 2008 in accordance with the Terms and Conditions of the Convertible Bonds.

(2) Adjustment of Minimum Conversion Price

The Minimum Conversion Price of Floating Rate Convertible Bonds due 2011 Series A, Fixed Rate Convertible Bonds due 2011 Series B, Floating Rate Convertible Bonds due 2013 Series A and Fixed Rate Convertible Bonds due 2013 Series B (collectively, the “Convertible Bonds”) is being adjusted from ¥3,768.3 to ¥3,767.1.

2. Effective Date of Adjustment

October 2, 2008

3. The Reason for Adjustment

The stock acquisition rights, which had been resolved at the meeting of the Board of Directors held on August 28, 2008, were issued by the Company to directors and employees of the Company and its subsidiary today.

Accordingly, the Conversion Price and Minimum Conversion Price are being adjusted in accordance with the Trust Deeds of the Convertible Bond.