

Notice of Partial Amendments to the Articles of Incorporation

FUJIFILM Holdings Corporation (the “Company”) announced today that its Board of Directors held today has determined to submit a proposal to amend its Articles of Incorporation at the 113th Ordinary General Meeting of Shareholders scheduled to be held on June 26, 2009.

1. Purpose and Background of Proposed Amendments

A transfer system (Electronic Share Certificates System) for all stocks of listed companies has been implemented with the enforcement of the “Act for Partial Revision of the Act on Transfer of Corporate Bonds, etc. for Streamlining Settlement Concerning Stock Trading, etc.” (Act No. 88 of 2004; hereinafter referred to as the “Act for Streamlining Settlement of Stocks, etc.”) as of January 5, 2009.

Accordingly, the Company proposes to delete the provisions based on the existence of share certificates, as well as the provisions concerning beneficial shareholders and a register of beneficial shareholders which became invalid as the “Act on Custody and Transfer of Share Certificate, etc.” (Act No. 30 of 1984) was abolished with the enforcement of the Act for Streamlining Settlement of Stocks, etc. However, since the business with respect to the register of lost share certificates shall be handled by a share registrar until the day on which one year elapses from the day immediately following the day on which the Act for Streamlining Settlement of Stocks, etc. is enforced, the Company proposes to provisionally change the relevant provisions to be supplementary provisions. Furthermore, in line with the above-mentioned changes, the numbers of the relevant articles of the existing Articles of Incorporation shall be appropriately adjusted.

2. Specific Amendments

Proposed amendments are as follows:

(Underlined parts are to be amended)

Current Articles of Incorporation	Proposed Amendments
Article 8. The Company shall issue certificates for shares.	(Deleted)
Article 9. (1) The number of one unit of shares of the Company shall be 100 (one hundred) shares. (2) <u>Notwithstanding the provision of preceding Article, the Company shall not issue shares constituting less than one unit of shares; However the foregoing shall not be applicable in the event that the Share Handling Regulations otherwise provide.</u>	Article 8. The number of one unit of share shall be 100 (one hundred) shares. (Deleted)
Article 10. Shareholders <u>(including beneficial shareholders; the same applicable hereinafter)</u> of the Company shall not exercise the rights other than the rights stated below with respect to shares constituting less than one unit of shares:	Article 9. Shareholders shall not exercise the rights other than the rights stated below with respect to shares constituting less than one unit of shares:

Current Articles of Incorporation	Proposed Amendments
1) - 4) (Omitted)	1) - 4) (Unchanged)
Article <u>11</u> . (Omitted)	Article <u>10</u> . (Unchanged)
Article <u>12</u> . (1) - (2) (Omitted) (3) Preparation and maintenance of the register of shareholders of the Company <u>(including the register of beneficial shareholders; the same applicable hereinafter)</u> , the register of stock acquisition rights <u>and the register of lost share certificates</u> and other matters relating to the register of shareholders, the register of stock acquisition rights <u>and the register of lost share certificates</u> shall be entrusted to the share registrar but shall not be handled by the Company.	Article <u>11</u> . (1) - (2) (Unchanged) (3) Preparation and maintenance of the register of shareholders of the Company <u>and</u> the register of stock acquisition rights and other matters relating to the register of shareholders <u>and</u> the register of stock acquisition rights shall be entrusted to the share registrar but shall not be handled by the Company.
Article <u>13</u> . - Article <u>37</u> . (Omitted)	Article <u>12</u> . - Article <u>36</u> . (Unchanged)
(New)	<u>Supplementary provisions</u> <u>Article 1. Preparation and maintenance of the register of lost share certificates and any other business with respect to the register of lost share certificates shall be entrusted to the share registrar and shall not be handled by the Company.</u>
(New)	<u>Article 2. The preceding article and this article shall be deleted as of January 6, 2010.</u>

3. Schedule

Date for General Meeting of Shareholders for amendments to the Articles of Incorporation

June 26, 2009

Effective date for amendments to the Articles of Incorporation

June 26, 2009