



FUJIFILM Holdings Corporation

Shigetaka Komori
President and Chief Executive Officer

January 29, 2010

Notice of Revised Consolidated Earnings Forecast
for Fiscal Year Ending March 31, 2010

FUJIFILM Holdings Corporation announced today the following revision to its consolidated earnings forecast for the fiscal year ending March 31, 2010 (April 1, 2009—March 31, 2010). This replaces the previous forecast announced on October 30, 2009.

1. Revised Consolidated Earnings Forecast for Fiscal Year Ending March 31, 2010
(April 1, 2009—March 31, 2010)

(Millions of yen)

	Revenue	Operating income before restructuring and other charges	Operating income	Income before income taxes	Net income attributable to FUJIFILM Holdings
Previous forecast (A) (announced on Oct. 30, 2009)	2,300,000	55,000	(90,000)	(93,000)	(60,000)
Latest revised forecast (B)	2,170,000	80,000	(65,000)	(68,000)	(52,000)
Change (B–A)	(130,000)	25,000	25,000	25,000	8,000
Percentage (%)	(5.7)	45.5	-	-	-
(Ref.) Actual results for FY 2009/3	2,434,344	70,769	37,286	9,442	10,524

Operating income represents the one after the recognition of restructuring and other charges of ¥145,000 million.

2. Reasons for the Revision

The business environment remained harsh and unclear. Regarding the Company's principal business fields, revenue has remained below the forecast reflecting a delay in the recovery from decreased demand according with the economic recession. On the other hand, the Company has been expanding sales of competitive products, and the entire Fujifilm Group and all of its business fields have been resolutely moving ahead with structural reforms and progressively implementing thorough cost reductions. As a result, our profitability has been improved more rapidly than our forecast.

Considering these circumstances and the performance outlook for the fourth quarter of the current fiscal year, the Company has revised down its revenue forecast and revised up its consolidated profit forecast for the fiscal year ending March 31, 2010.

Note: These forecasts are based on the Company's current assumptions and beliefs in light of the information currently available to it, and involve known and unknown risks and uncertainties. The Company's actual results may differ materially from those discussed in the forward-looking statements.