



**FUJIFILM Holdings Corporation**

*Shigetaka Komori*

*President and Chief Executive Officer*

**February 15, 2010**

**Notice of Start of Phase II Clinical Trials of T-705  
as a treatment for influenza infections in the U.S.**

FUJIFILM Holdings Corporation announced today that its consolidated subsidiary Toyama Chemical Co., Ltd. (“Toyama Chemical”) has started Phase II clinical trials of T-705 (generic name: favipiravir) as a treatment for influenza infections in the U.S.

In the U.S., clinical trials have been conducted since March 2007, and in the current Phase 2 clinical trial, Toyama Chemical will conduct a randomized, double-blind study evaluating the efficacy and safety of high and low doses of T-705 compared to placebo in patients with influenza A or B.

T-705 is an RNA polymerase inhibitor with a novel mechanism of action. It has already shown signs of efficacy in another Phase 2 clinical trial conducted in Japan. Currently, a Phase 3 clinical trial in Japanese patients with influenza including H1N1 has been ongoing since October 29, 2009.

T-705 could become extremely valuable in providing an alternative influenza therapy, especially in terms of fighting emerging resistant viral strains. This is due to its novel mechanism of action which involves direct inhibition of viral DNA reproduction, while existing anti-influenza drugs only prevent the spread of infection to adjacent cells by inhibiting viral release from host cells.

The Fujifilm Group, to which Toyama Chemical belongs, is leveraging Groupwide strengths—including its leading-edge, proprietary technologies—in the promotion of business activities aimed at contributing to the improvement of the quality of life of people. At the same time, the Fujifilm Group has identified the medical systems/life sciences business as one of its priority business fields and is selectively allocating its management resources to and dynamically implementing growth strategies in this field. Groupwide initiatives of this nature provide proof positive that Toyama Chemical—an R&D-driven pharmaceutical company—is working to fulfill a key aspect of its social responsibility by contributing to progress in global healthcare through new drug development.