



FUJIFILM Holdings Corporation

Shigetaka Komori
President and Chief Executive Officer

March 26, 2010

Notice of Shelf Registration for Stock Acquisition Rights

The Company has announced that it has resolved a shelf registration for the issuance of stock acquisition rights at the Board of Directors on March 26, 2010, as follows.

1. Type of Securities

Stock acquisition rights

2. Issue Period

Two years from the effective date of the shelf registration statement
(from April 7, 2010, to April 6, 2012)

3. Offering Method

Allotment of stock acquisition rights without contribution

4. Issuable Amount

¥800 million

(Aggregate of total issue price of the stock acquisition rights (¥0) and total amount to be paid upon exercise of the stock acquisition rights)

The Company resolved the “Renewal of Countermeasures to Large-Scale Acquisitions of FUJIFILM Holdings Corporation Shares (Takeover Defense Measures)” (hereinafter, the “Plan”) at the Board of Directors on March 26, 2010. This shelf registration for the issuance of stock acquisition rights based upon the Plan, enables the Company to issue stock acquisition rights flexibly as the need arises.

For further information of the Plan, please see the announcement on March 26, 2010, “Renewal of Countermeasures to Large-Scale Acquisitions of FUJIFILM Holdings Corporation Shares (Takeover Defense Measures)”.