



FUJIFILM Holdings Corporation

Shigetaka Komori

President and Chief Executive Officer

March 31, 2009

Announcement of
Reset of Conversion Price of the Convertible Bonds

The Conversion Price of the following convertible bonds issued on April 5, 2006 (collectively, the “Convertible Bonds”), is being reset as below:

1. Reset of Conversion Price

Name of Bonds	Before Reset	After Reset
Floating Rate Convertible Bonds due 2011 Series A	¥5,274.0	¥3,767.1
Fixed Rate Convertible Bonds due 2011 Series B	¥5,274.0	¥3,767.1

2. Effective Date of Reset

April 1, 2009

3. The Reason for Reset

The Conversion Price is being reset to Minimum Conversion Price, in accordance with the terms and conditions of the Convertible Bonds and the trust deeds dated April 5, 2006, as amended.