



FUJIFILM Holdings Corporation

Shigetaka Komori

President and Chief Executive Officer

March 31, 2011

Notice of Redemption at Maturity of the Convertible Bonds due 2011

FUJIFILM Holdings Corporation (the "Company") announced today that it redeemed as described below, its Floating Rate Convertible Bonds due 2011 Series A and Fixed Rate Convertible Bonds due 2011 Series B issued on April 5, 2006, at maturity.

1. Name of the Notes
Floating Rate Convertible Bonds due 2011 Series A (the "2011 Series A Bonds")
Fixed Rate Convertible Bonds due 2011 Series B (the "2011 Series B Bonds")
2. Date of Redemption at Maturity
March 31, 2011
3. Aggregate Amount of Redemption
2011 Series A Bonds: ¥51,450 million
2011 Series B Bonds: ¥52,600 million
4. Redemption Price
2011 Series A Bonds: 102.90% of the principal amount
2011 Series B Bonds: 105.20% of the principal amount
5. Other Information
The redemption of the bonds will have no impact on the Company's business forecasts for the year ending March 31, 2011.
The Company used its own internal funds for the redemption.

(Reference)

Outline of the Convertible Bonds due 2011

1. Issue Date
April 5, 2006
2. Total Amount of Issue (Aggregate Principal Amount)
2011 Series A Bonds: ¥50,000 million
2011 Series B Bonds: ¥50,000 million
3. Interest Rate
2011 Series A Bonds: (Six Month Yen LIBOR-0.3) % per annum on the principal amount of the Notes
2011 Series B Bonds: 0.5 % per annum on the principal amount of the Notes
4. Conversion Price
2011 Series A Bonds: ¥3,763.2
2011 Series B Bonds: ¥3,763.2
(Note) The Conversion Price above has been adjusted in accordance with the allotment of the stock options (stock acquisition rights) on January 31, 2011, which was resolved at the meeting of the Board of Directors of the Company held on December 24, 2010.