

## FUJIFILM Corporation announces price increase of Graphic Arts Film.

FUJIFILM Corporation today announces that it will implement a worldwide price increase for its Graphic Arts Film, Effective from 1<sup>st</sup> July 2011, the price increase will be typically more than 50%.

Fujifilm has been trying to absorb the increase in cost of silver and other raw materials. However, more recently these costs have been rising at an accelerated rate. Under such circumstances, Fujifilm is no longer able to absorb these costs and has therefore had to announce a price increase.

Fujifilm is committed to helping its customers compete by providing a range of leading-edge technologies and solutions, and is dedicated to help expand the growth of the printing industry.