



FUJIFILM U.S.A., Inc.

200 Summit Lake Drive, Floor 2
Valhalla, NY 10595, U.S.A.
www.fujifilmusa.com

April 9, 2007

Dear Valued Customer,

We are sending you this joint announcement to advise you of an important new development regarding how Fujifilm U.S.A., will continue to serve the recording media retail market in the United States. We know that this new approach will be beneficial to you as you manage your operations and serve your customer base going forward.

Effective May 1, 2007, FCMA LLC has been appointed the exclusive distributor of all Fujifilm consumer recording media products for the retail market in the U.S.A.. This strategic alliance has been made to better serve you, our customer, by not only providing the finest quality products but the most efficient and focused sales and service solutions possible.

FCMA will be operated by the current senior staff members of the Recording Media Division of Fujifilm U.S.A., including John Bock VP of Consumer Sales, Mike Ripley VP National Accounts and Brett Pasher National Account Manager.

By taking this step, Fujifilm will strengthen its position in an increasingly competitive market environment, while continuing to develop new technologies, such as "Labelflash™", as a means of expanding our blank media product offerings.


As a valued customer, we promise you a seamless and successful transition based on our history of excellent products and services brought to you by the same experienced people, whom you have known for years.

In addition, FCMA will source and market products from other suppliers, which will provide to you an extended assortment of products beyond that which Fujifilm alone would be able to provide to your customers.

Please feel free to contact either of us as we move through this transition period. We wish to know of any steps that can be taken to better serve your needs.

Best Regards,


Tazuo Mori
President & CEO
FUJIFILM U.S.A., INC.


John Bock
Vice President General Manager
FCMA LLC