



Corporate Action Announcement

Citibank, N.A., acting as sponsored depository bank, announces the following:

Date: October 4, 2006
Announcement For: **Name Change, Cusip Change**

	Old Information	New Information
Company Name:	Fuji Photo Film Co Ltd	Fuji Film Holdings Corp
Ticker Symbol:	FUJIY	
CUSIP Number:	359586302	35958N107
Country:	Japan	
Listing Exchange:	NASDAQ	
Ratio (ADR:ORD):	1:1	
Underlying Share Symbol:	4901JP	
Underlying Share ISIN:	JP3814000000	
DR ISIN:	US3595863024	
Custodian(s):	Sumitomo Mitsui Bk Ltd	

Announcement

The Company has announced a name change. Registered holders will not be required to surrender existing certificates.

New Name: **Fuji Film Holdings Corp**
New CUSIP: **35958N107**
Effective Date: **October 2, 2006**

Shareholder Services

Questions may be directed to Shareholder Services toll free at 1-877-248-4237. For further information on Citi's Depository Receipt Services, visit www.citi.com/adr.