



Corporate Action Announcement

Citibank, N.A., acting as sponsored depositary 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 Depositary Receipt Services, visit www.citi.com/adr.

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