

Fujifilm and Wal-Mart Stores, Inc. Team Up to Offer Professional Quality Digital Prints at Every Day Low Prices

Fujifilm's Digital Dropbox to debut in 3,400 Wal-Mart and SAM'S CLUB locations

Valhalla, NY, and Bentonville, Ark, Sept. 27, 2005 – Fuji Photo Film U.S.A., Inc., and Wal-Mart Stores, Inc., announced today a massive new initiative that will provide digital photo customers with an easier and more affordable way to get quality digital prints at Wal-Mart and SAM'S CLUB locations across the country. By November 2005, all 3,400 stores and clubs with a 1-hour photo digital photo center will offer 2-day off-site printing for digital photos.

The Digital Dropbox provides customers with the best of both worlds by combining a traditional film drop box with a new digital order kiosk. Customers can continue to drop off their film, while digital camera users can take advantage of the added technology to send their digital images to Fujicolor Processing, a subsidiary of Fuji Photo Film, U.S.A., for off-site printing. The digital print order is delivered back to the store in 2 days, just like drop box film orders. This option is ideal for customers who don't have broadband access, or a computer at home, but own a digital camera and want quality prints via the traditional film processing "drop-off" experience.

"We are excited about the addition of a digital kiosk to our dropbox allowing our customers and members to get a great everyday low price option on digital pictures, just like they have had, and still do have, from film", said Sharon Wibben, Vice President of Photo and Connections Centers for Wal-Mart Stores, Inc. "With the growth of the digital photo category becoming more mainstream, this only makes sense."

Wal-Mart and SAM'S CLUB locations are the first retailers to offer Fujifilm's Digital Dropbox solution. This offering adds to the retailers' extensive digital photo printing line-up, giving customers further choice. Wal-Mart and SAM'S CLUB are setting the retail price points for a 4x6 print at 15 cents and 13 cents respectively. With no delivery charge, this 2-day option is a very affordable choice for customers or members and complements their existing 1-hour and home delivery options. The Digital Dropbox offers a complete line of print sizes, as well as greeting and holiday cards, Digital Album CDs and photo gift items, such as T-shirts, posters, puzzles, ornaments, mouse pads, mugs, and more.

All Wal-Mart and SAM'S CLUB's customers choosing the following options (powered by Fujifilm technologies), will enjoy high-quality and long-lasting prints on Fujicolor Crystal Archive paper:

2-day service (Wal-Mart \$0.15, SAM'S CLUB \$0.13)

- Images are uploaded via the Digital Dropbox and returned to the store for pick up
- Images uploaded online via Wal-Mart and SAM'S CLUB websites for in-store pick up

1-hour service (Wal-Mart \$0.19, SAM'S CLUB \$0.18)

- Customers load digital images on a kiosk or drop off at the Photo Counter for 1-hour pick up
- Images uploaded online via Wal-Mart and SAM'S CLUB websites for in-store pick up

Home-delivery (Wal-Mart \$0.12 plus shipping costs, SAM'S CLUB \$0.11 plus shipping costs)

- Images uploaded online via Wal-Mart and SAM'S CLUB websites for home delivery

"Through years of imaging innovation, Fujifilm has built an infrastructure of software, minilabs and kiosks to lead the digital print at retail market," said Hiro Sakai, President, Fujicolor Processing, Inc. "As the company that supported Wal-Mart's move to digital in 2000, we are pleased to extend our relationship by providing the technology to offer customers more options than ever for lab-quality photos conveniently and affordably."

About Fujifilm

Fuji Photo Film U.S.A., Inc. is a subsidiary of Fuji Photo Film Co., Ltd. As a global leader in digital imaging, Fujifilm pioneered the development of digital medical systems, and today is the leader in digital minilab systems. The company was ranked number 15 for U.S. patents granted during 2004, employs more than 75,000 people worldwide and in the year ending March 31, 2005, had global revenues of more than \$23.6 billion. For more information about Fujifilm USA, consumers can call 800-800-FUJI or access the Fujifilm USA Web site at www.fujifilm.com.

About Wal-Mart Stores, Inc.

Wal-Mart Stores, Inc. operates Wal-Mart Stores, Supercenters, Neighborhood Markets and SAM'S CLUB locations in the United States. Internationally, the company operates in Argentina, Brazil, Canada, China, Germany, Japan, Mexico, Puerto Rico, South Korea and the United Kingdom. The company's securities are listed on the New York and Pacific stock exchanges under the symbol WMT. More information about Wal-Mart can be found by visiting www.walmartfacts.com. Online merchandise sales are available at www.walmart.com.

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