

FUJIFILM DEBUTS NEW J-SERIES DIGITAL CAMERA LINE

*New FinePix J10, J12 and J50 Combine Style and Compact Form Factor
With Powerful Feature Sets Priced Under \$200*

Mississauga, ON, January 24, 2008 – FUJIFILM Canada Inc. today announced the debut of a brand new J-Series of slim digital cameras with Li-ion Rechargeable batteries and a two year Canadian Manufacturer's Warranty - the FinePix J10, J12 and J50. Designed for consumers seeking an affordable, small digital camera that doesn't compromise on features, the FinePix J-Series provide powerful, easy to use models that fit into a pocket or handbag for instant accessibility

"We wanted to provide consumers with an affordable, easy to use digital camera that still offered a competitive feature set," said Greg Poole, VP, Imaging Division, FUJIFILM Canada Inc. "The new J-Series combines these advantages in a highly portable form factor making it easier than ever to ensure that you never miss a shot."

Housed in a compact body just 19mm thick, the FinePix J10, J12 incorporate an 8.2-MegaPixel CCD sensor, a 2.5" LCD screen and a 3x Fujinon optical zoom lens that captures large groups or distant subjects with ease. The FinePix J50 takes things one step further with an 8.2 MegaPixel CCD sensor, a high resolution 2.7", 230K pixel LCD screen and a Fujinon 5x optical zoom and is only 23mm thick.

The FinePix J10 is available in either Black or Silver in a brushed metallic finish and the J12 comes in Bright Blue or Hot Pink; the FinePix J50 is available in Black. All three models use FUJIFILM's *Picture Stabilization* mode to reduce blurry images that can be caused by camera shake or subject movement especially in low light settings.

Automatically choosing the correct light sensitivity and best-matching shutter speed, the FinePix J10, J12 and J50 help to freeze the action and produce the highest-quality digital pictures without the blur and noise often associated with low-light photographs.

FUJIFILM's new J-series models also offer the following attractive features:

- **Scene modes:** Pre-programmed scene modes provide top-quality photos in a wide-range of shooting conditions. The FinePix J10 and J12 have 14 scene modes and the FinePix J50 has 15.
- **Movie Mode:** Capture QVGA quality movie clips at 30 frames per second with sound. Great for when you don't have your video camera on hand.
- **xD / SD / SD-HC Compatible slot:** The FinePix J10, J12 and J50 feature an "xD/SD Compatible slot" which accepts not only FUJIFILM's traditional xD-Picture Cards but also Secure Digital (SD) and SD-High Capacity/SD-HC cards.
- **Battery Life:** Long-life rechargeable Li-ion battery for extended shot life.

The FinePix J10 and FinePix J50 will debut in April 2008 and the J12 will be available in May with MSRP of CDN\$149.99 for the J10 and J12 and CDN\$189.99, for the J50. They will all come with a two-year Canadian Manufacturer's Warranty.

About FUJIFILM Canada Inc.

FUJIFILM Canada Inc. is a wholly-owned subsidiary of FUJIFILM Corporation of Tokyo, one of the world's leading imaging and information product developers and manufacturers. FUJIFILM Canada is based in Mississauga, Ontario, with regional offices in Montreal and Vancouver. A leader in the development of technologies that provide the backbone for state-of-the-art imaging, graphic arts, photofinishing and recording media products, FUJIFILM Canada stands proud as a proven solutions provider. For more information, please visit www.fujifilm.ca.

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