

For Immediate Release

Press Release

Almo Extends Digital Camera Offering with Fuji

Almo announces addition of FUJIFILM USA's line of camera's and accessories to its digital camera product offering

Philadelphia, PA – April 7, 2009: Almo Corporation today announced that FUJIFILM's line of digital cameras and accessories is now available to their customers. As the nation's largest consumer electronics and appliance distributor, Almo offers an extensive lineup of consumer-friendly digital imaging products from the industry's top brands, which now encompasses Fujifilm.

Almo dealers can now offer Fuji's FinePix point and shoot and SLR-style cameras to their customers. These 'intelligent', easy-to-use digital cameras feature some of the industry's leading technologies including Face Detection, Automatic Scene Recognition and Image Stabilization to ensure the best quality picture is captured with ease.

"Fuji has an impressive history of innovation and excellence in the imaging industry," commented Warren Chaiken, Almo president and COO. "Did you know that Fujifilm is responsible for many world firsts in imaging technology? Fujifilm developed the world's first digital camera, a device that has become an essential part of our lives. And they were the first company to succeed in digitalizing X-ray images. When consumers purchase a Fuji camera, they can rest assured that they are purchasing from a technology leader."

Almo dealers may now offer a selection of Fujifilm's 2009 digital camera lineup from the Fujifilm A Series basic digital camera, the FinePix super-slim J Series, the fun and colorful FinePix Z Series, the highly intelligent F Series camera with EXR and the S Series advanced cameras. Coordinated digital accessories are also available.

Fuji's hottest technology for 2009 is their Extreme Super CCD EXR Sensor and it is featured in their new F200EXR camera. It introduces a totally new concept in capturing image quality, just as your eye seamlessly adapts to every situation, the new Super CCD EXR instantly becomes the ideal sensor for every shot in every scene – more beautiful than you imagined. And it's fully automated. The EXR Auto automatically recognizes and selects the ideal shooting mode. What could be easier!

Fuji joins other imaging industry leaders such as Olympus, Canon and Panasonic in Almo's Photo-Video product category. For details on available Fuji models, please visit www.almo.com or contact your sales representative.

About FUJIFILM

FUJIFILM Corporation (NASDAQ:FUJI) brings continuous innovation and leading-edge products to a broad spectrum of industries, including electronic imaging, photofinishing equipment, medical systems, life sciences, graphic arts, flat panel display materials, and office products, based on a vast portfolio of digital, optical, fine chemical and thin film coating technologies. The company was among the top 15 companies around the world granted U.S. patents in 2008, employs more

than 70,000 people worldwide and in the year ended March 31, 2008, had global revenues of \$24.7 billion. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit www.fujifilmholdings.com.

About Almo Corporation

Almo Corporation is the nation's leading independent distributor of Consumer Electronics and Major Appliances. Known for its Rapid Ship services and exceptional customer service, Almo distributes over 40 of the industry's top brand names. Dealers and Retailers have instant access to a wide variety of Major Appliances, Consumer Electronics, Mobile Electronics and Professional Residential Kitchen and Outdoor Appliances.

Founded in 1946, Almo is headquartered in Philadelphia, Pennsylvania, and operates 12 regional distribution facilities with over 1 million square feet of warehousing throughout the United States. More information on Almo is available by contacting the company directly or at Almo's web site located at www.almo.com.

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