



News Releases

September 1, 2016

Price Revision for Mitsubishi Grace Paper

Mitsubishi Paper Mills Limited has announced that it will raise the price for its silver halide photographic color paper, Mitsubishi Grace Paper, commencing with orders from November 1st, 2016 shipment.

The reason for this price increase is cost increases in our factories. While the global consumption of photographic color paper is decreasing and the decline in production volume is the primary factor affecting productivity and the cost of the product.

Mitsubishi Paper Mills Limited has undertaken various steps to reduce costs and improve productivity, but despite these efforts, it can no longer absorb these soaring costs.

In order to maintain a steady supply given these severe circumstances, Mitsubishi Paper Mills Limited has decided to implement a further price revision, as detailed below.

1. Product.: Mitsubishi Grace Paper
2. Price Increment: Approximately 15% increase to current price
3. Effective date: Order from November 1st, 2016 shipment

Details of the price increase will be fixed with consideration of the individual country circumstances.

For inquiries about this media release, please contact:

<JAPAN> Mitsubishi Paper Mills Limited, Photo Sales Group,

Daisuke Yoshida (TEL)+81-3-5600-1479

<U.S.A.>Mitsubishi Imaging (MPM), Inc.

Jillian H. Acord (TEL)+1-914-925-3221