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MAMMOGRAMS SAVE LIVES YET HISPANIC WOMEN FAIL TO HAVE REGULAR SCREENINGS

FUJIFILM helps Latinas identify in-language mammogram facilities with launch of www.RetratosDeSalud.com

Stamford, Conn., September 29, 2010— Breast cancer is the leading cause of death among Hispanic women in the United States, who are also more likely to be diagnosed with advanced breast cancer, when it is more difficult to treat¹. Early detection through mammograms remains the best tool in the fight against breast cancer; but obstacles such as language barriers, lack of awareness of breast cancer risks and scarce information in Spanish are preventing women from getting mammograms.

Recognizing the challenges many Latinas face, FUJIFILM Medical Systems, U.S.A., Inc. created www.RetratosDeSalud.com to increase awareness about and comfort with mammography. The Web site features a facility locator to identify mammography facilities with Spanish-speaking technologists or interpreting services, information that until now has not been readily accessible. Amongst the other site resources, there is a downloadable version of the facility locator and a wide range of mammography and breast health information.

“To help Hispanic women feel more comfortable with the mammogram experience, we created a unique service that will allow them to find a facility where they can talk to a technologist in Spanish during the process,” says radiologist, Dr. Marcela Böhm-Vélez. “Only 38% of Hispanic women age 40 and older have regular screening mammograms. It is extremely important that women make their health a priority². “

The free brochure, “Mammograms Saves Lives,” can be downloaded and printed at www.RetratosDeSalud.com to easily share with family and friends.

¹ American Cancer Society, Cancer Facts & Figures for Hispanics/Latinos 2009-2011

² National Cancer Institute. Cancer facts: breast cancer and mammography facts

At www.RetratosDeSalud.com, women can also help raise money for breast cancer awareness. Fujifilm encourages visitors of the site to share their motivational stories about breast cancer, the importance of mammography, and advice for healthy living. Fujifilm will donate \$1 to the National Breast Cancer Foundation (NBCF) for every story, and those with a photo or video will secure a donation of \$2, with a commitment of up to \$50,000 going to the NBCF.

About FUJIFILM

FUJIFILM Medical Systems U.S.A., Inc. is a leading provider of diagnostic imaging products and medical informatics solutions to meet the needs of healthcare facilities today and well into the future. From an unrivaled selection of digital x-ray systems, to the Synapse® brand of PACS, RIS and cardiovascular products, to advanced women's health imaging systems, Fujifilm has products that are ideal for any size imaging environment. FUJINON is a subsidiary of FUJIFILM Medical Systems U.S.A., Inc., and supplies technologically advanced endoscopes to the medical market. FUJIFILM Medical Systems U.S.A., Inc. is headquartered in Stamford, CT.

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