



## FUJIFILM SonoSite Replaces CEO



FUJIFILM SonoSite, Inc., the world leader and pioneering specialist in bedside and point-of-care ultrasound, has made the announcement that effective March 31, 2014, Kevin M. Goodwin stepped down from as President and Chief Executive Officer in order to pursue other opportunities.

Replacing him is Naohiro Fujitani, President and Chief Executive Officer of FUJIFILM Medical Systems U.S.A., Inc. who will be reporting to the Medical Systems Business Division, FUJIFILM Corporation in addition to his already established role.

Mr. Fujitani has served as President and Chief Executive Officer of FUJIFILM Medical Systems U.S.A., Inc. since April 1, 2010. FUJIFILM Medical Systems U.S.A., Inc. is a market leader in the provision of medical image and information products and technologies for diagnostic image workflow from acquiring to storing and related data, and is also a global leader in digital mammography.

Having been with Fujifilm nearly 40 years, Mr. Fujitani is a knowledgeable and experienced leader who has spearheaded many business initiatives for the company.

Beginning his career at Fujifilm's headquarters in Tokyo, Mr. Fujitani has gained experience in a variety of areas such as marketing, sales, new product planning, software engineering management and system integration, increasing his responsibility over the years.

In order to achieve the company goal of expanding the ultrasound medical systems business, Mr. Fujitani strongly intends to apply his experience and accomplishments – including the planning and introduction of a variety of innovative new products and businesses – in his new role at FUJIFILM SonoSite.

In a statement Mr. Fujitani said that point of care ultrasound was rapidly expanding globally, and FUJIFILM SonoSite had been leading the design of innovative products to meet the requirements of this rapidly developing market segment. He went on to declare that his goal was to utilise his extensive global business experience to support the expansion and profitability of the company's medical businesses. Closing, he said that he looked forward to a close collaboration with the ultrasound team at FUJIFILM SonoSite.

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