

SAVE UP TO \$500

ON X SERIES CAMERAS & KITS

MARCH 26, 2017 - JULY 1, 2017*

 <p>SAVE \$500</p>	 <p>SAVE \$200</p>	 <p>SAVE \$50</p>	 <p>SAVE \$300</p>
<p>X-T1 WITH XF18-55mm KIT LENS</p> <p>WAS \$1,699.95 NOW \$1,199.95</p>	<p>X100T BODY ONLY</p> <p>WAS \$1,299.95 NOW \$1,099.95</p>	<p>X-T20 WITH XF18-55mm KIT LENS</p> <p>WAS \$1,199.95 NOW \$1,149.95</p>	<p>X-A3 WITH XC16-50mm KIT LENS PLUS XC50-230mm LENS</p> <p>WAS \$999.90 NOW \$699.90</p>

* X-T20 and X-A3 instant savings offers applicable April 23 - June 3, 2017.

X SERIES PRODUCTS	MSRP (AGGREGATE MSRP WHERE APPLICABLE)	SALE PRICE	INSTANT SAVINGS	*PROMOTIONAL PERIOD
X-T1 BODY	\$1,299.95	\$799.95	\$500.00	MAR 26 - JUL 1, 2017
X-T1 BODY (GRAPHITE SILVER)	\$1,499.95	\$999.95	\$500.00	MAR 26 - JUL 1, 2017
X-T1 BODY WITH XF18-55mm KIT LENS	\$1,699.95	\$1,199.95	\$500.00	MAR 26 - JUL 1, 2017
X100T	\$1,299.95	\$1,099.95	\$200.00	MAR 26 - JUL 1, 2017
X-T10 BODY	\$799.95	\$599.95	\$200.00	MAR 26 - JUL 1, 2017
X-T10 BODY WITH XF18-55mm KIT LENS	\$1,099.95	\$899.95	\$200.00	MAR 26 - JUL 1, 2017
X-T10 BODY WITH XC16-50mm KIT LENS	\$899.95	\$699.95	\$200.00	MAR 26 - JUL 1, 2017
X-T20 BODY	\$899.95	\$849.95	\$50.00	APR 23 - JUN 3, 2017
X-T20 BODY WITH XF18-55mm KIT LENS	\$1,199.95	\$1,149.95	\$50.00	APR 23 - JUN 3, 2017
X-T20 BODY WITH XC16-50mm KIT LENS	\$999.95	\$949.95	\$50.00	APR 23 - JUN 3, 2017
X-A3 BODY WITH XC16-50mm KIT LENS PLUS XC50-230mm LENS	\$999.90	\$699.90	\$300.00	APR 23 - JUN 3, 2017

The FUJIFILM X-T1, X-T10, X-T20, X100T and X-A3 body, kit or kit and lens combination instant savings promotional offers are effective for periods between March 26 - July 1, 2017 as listed in the chart above, or while participating dealer's supplies last. Offer valid only on products specified. No product substitutions permitted. Not applicable to back orders. Offer may not be combined with other promotional offers. Promotional offer details may vary by dealer; see dealer for exact products, pricing and offer terms and limitations. Prices set forth in these materials are suggested retail prices. Actual retail selling prices may vary and are determined by Fujifilm dealer at the time of sale. Price excludes sales tax and any applicable dealer charges. Offer is void where prohibited.