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Bridgestone Corporation Announces Revised Financial Projections for First Half of Fiscal 2007

Tokyo (May 1, 2007) - Bridgestone Corporation today announced revisions to its consolidated and non-consolidated financial projections for the period January 1 to June 30, 2007, the first half of the current fiscal year (January 1 to December 31, 2007). Its original projections were announced on February 20, 2007. Set forth below is a summary of management's revised projections of consolidated and non-consolidated sales and earnings for the first half of the fiscal year 2007.

Consolidated Financial Projections (January 1 to June 30, 2007)

(Reference)

	(Revised) FY2007 1H Projections	(Original) FY2007 1H Projections	Increase (decrease)		FY2006 1H Results
	¥ million	¥ million	¥ million	%	¥ million
Net sales	1,565,000	1,470,000	95,000	6.5	1,424,800
Operating income	89,000	76,000	13,000	17.1	84,112
Ordinary income	72,000	58,000	14,000	24.1	70,840
Net income	45,000	35,000	10,000	28.6	32,815

Management expects consolidated sales and earnings in the first half (January 1 to June 30, 2007) of the current fiscal year to increase over the projections announced on February 20, 2007 due in part to the weaker-than-expected Japanese Yen against the US dollar and the euro.

Non-Consolidated Financial Projections (January 1 to June 30, 2007)

(Reference)

	(Revised) FY2007 1H Projections	(Original) FY2007 1H Projections	Increase (decrease)		FY2006 1H Results
			¥ million	%	
Net sales	¥ million 480,000	¥ million 455,000	¥ million 25,000	% 5.5	¥ million 445,448
Operating income	49,000	37,000	12,000	32.4	46,463
Ordinary income	57,000	38,000	19,000	50.0	53,356
Net income	39,000	26,000	13,000	50.0	39,237

Management expects net sales and operating income in the first half (January 1 to June 30, 2007) of the current fiscal year to increase over the projections announced on February 20, 2007 due in part to the weaker-than-expected Japanese Yen against the US dollar and the euro. Management also expects an increase in ordinary income and net income over the projections announced on February 20, 2007 due in part to the current expectation that the Yen will be weaker against the US dollar and the euro, combined with dividend revenue from subsidiary shares due to the reorganization of certain domestic subsidiaries.

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