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Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2008

Tokyo (February 10, 2009) - Bridgestone Corporation today announced revisions to its consolidated financial projections for the fiscal year ended December 31, 2008. The company last updated its projections on January 29, 2009. Set forth below is a summary of management's revised projections of consolidated sales and earnings for the fiscal year 2008.

Consolidated Financial Projections (January 1 to December 31, 2008)

(Reference)

	(Revised) FY2008 Projections	(January 29) FY2008 Projections	Increase (decrease)		FY2007 Results
	¥ million	¥ million	¥ million	%	¥ million
Net sales	3,230,000	3,250,000	(20,000)	(0.6)	3,390,218
Operating income	131,000	118,000	13,000	11.0	249,961
Ordinary income	74,000	64,000	10,000	15.6	219,016
Net income	10,000	7,500	2,500	33.3	131,630

Management expects an increase in operating income, ordinary income and net income in fiscal year 2008 over the projections announced on January 29, 2009 due in part to the effects of decreasing manufacturing costs and selling, general and administrative expenses.

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