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Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2009

Tokyo (Feb 12, 2010) - Based on recent performance trends and its assessment of the global economy for the year 2009, Bridgestone Corporation (the "Company") today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2009 (the projections were previously announced on November 5, 2009). The revisions are as follows.

Revisions to consolidated financial projections for the fiscal year ending December 31, 2009 (January 1, 2009, to December 31, 2009)

	(Revised) FY2009 projection	(November 5) FY2009 projection	Increase (decrease)		(Reference) FY2008 results
			¥ million	%	¥ million
Net sales	¥ million 2,590,000	¥ million 2,590,000	-	-	3,234,405
Operating income (loss)	75,000	60,000	15,000	25.0	131,550
Ordinary income (loss)	54,000	29,000	25,000	86.2	74,488
Net income (loss)	1,000	(10,000)	11,000	-	10,412
Net income per share	yen 1.33	yen (12.75)	-	-	13.33

Reasons for the revision

The revision to the November 5, 2009 projection of operating income is due mainly to the impact of significant expense reduction initiatives. The Company is now forecasting that ordinary income will exceed the previous projection for the same reason, as well as the reclassification of certain expenses, from non-operating loss as originally classified to extraordinary loss. As a result, despite the increase in the company's extraordinary loss, the Company also forecasts that net income will exceed its previous financial projection.

The Company anticipates that the impact of the realignment of its steel cord business, announced on February 1, 2010, is negligible.

Note to ensure appropriate use of forward-looking statements

The preceding descriptions of projections and plans are "forward-looking statements", which involve known and unknown risks and uncertainties. Those variables could cause the Bridgestone Group's actual performance and results to differ from management's projections and plans.