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Notice Concerning the Decision on the Details of the Issuance of Stock Compensation-type Stock Options (Stock Acquisition Rights)

Tokyo (May 1, 2012) - Bridgestone Corporation (the "Company") has announced that regarding the issuance of stock compensation-type stock options (stock acquisition rights) resolved on at a meeting of its Board of Directors held on March 27, 2012, the details of the issuance of these stock acquisition rights has been decided upon today, as described below.

1. Name of the stock acquisition rights

Bridgestone Corporation's 10th Stock Acquisition Rights (Stock Compensation-type Stock Options)

2. Amount to be paid in exchange for the stock acquisition rights

¥164,800 per stock acquisition right (¥1,648 per share of common stock)

Note: The above amounts are calculated using the Black-Scholes model, based on the closing price of the Company's common stock on the Tokyo Stock Exchange on the allotment day. The payment obligation for the amount to be paid in exchange for the stock acquisition right will be offset against the equivalent amount for the compensation claim the grantee has toward the Company.

*The terms of issuance other than those above are described in the "Notice Concerning the Issuance of Stock Compensation-type Stock Options (Stock Acquisition Rights)" news release, announced on March 27, 2012.

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