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Bridgestone Corporation Announces Financial Projections for Fiscal 2009

Tokyo (June 25, 2009) - Bridgestone Corporation (the "Company") today announced its consolidated financial projections for the fiscal year ending December 31, 2009. On May 8, 2009, the day that the Company announced its first quarter 2009 financial results, the Company stated that updated full-year projections would be available at a later date; today's announcement is in accord with that commitment.

The revisions are as follows.

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

(Reference)

	(Revised) FY2009 projection	(May 8) FY2009 projection	FY2008 results
Net sales	¥ million 2,620,000	¥ million -	¥ million 3,234,405
Operating income (loss)	56,000	-	131,550
Ordinary income (loss)	24,000	-	74,488
Net income (loss)	0	-	10,412
Net income per share	yen 0	yen -	yen 13.33

Summary of the financial projections

The Company believes that the global recession will continue to negatively affect the Bridgestone Group's sales and, as a result, its production volumes.

With regard to tire units, the Company is currently forecasting that sales will fall below 2008 full year unit sales on a global basis (including Japan, the Americas, and Europe). In addition, the Company also believes that unit sales in the diversified products businesses will also fall below those of the prior year.

The Company now forecasts that sales in fiscal 2009 will be 19% less than the previous year, mainly due to the decrease in unit sales, as well as the effect of a stronger Japanese yen. The Company also anticipates that, due to decreased unit sales, an increase in unabsorbed fixed expenses due to reduced production levels, and the effect of a stronger Japanese yen, operating income, ordinary income and net income will fall below the prior year's results in spite of the positive effects of reduced expenses and a decrease in raw material costs.

The Company is now forecasting the following exchange rates for fiscal 2009: 95 Japanese yen/US dollar (9 Japanese yen/US dollar higher than fiscal 2008), and 125 Japanese yen/euro (27 yen/euro higher than fiscal 2008).

For further details, please refer to “Supplementary Information of FY2009 Forecast”.

end