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Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2009

Tokyo (August 7, 2009) - 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 June 25, 2009).

The revisions to the June 25 forecast 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	(June 25) FY2009 projection	Increase (decrease)		(Reference) FY2008 results
			¥ million	%	¥ million
Net sales	¥ million 2,610,000	¥ million 2,620,000	¥ million (10,000)	% (0.4)	¥ million 3,234,405
Operating income (loss)	61,000	56,000	5,000	8.9	131,550
Ordinary income (loss)	32,000	24,000	8,000	33.3	74,488
Net income (loss)	6,000	0	6,000	-	10,412
Net income per share	yen 7.65	yen 0	-	-	yen 13.33

Reasons for the revision

As the Company continues its focus on quality and safety, due mainly to significant expense reduction initiatives, the Company anticipates that operating income, ordinary income and net income will exceed the previously announced forecast.

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