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Bridgestone Corporation Announces Financial Projections for Fiscal 2010

Tokyo (June 24, 2010) - Bridgestone Corporation (the "company") today announced its revised consolidated financial projections for the fiscal year ending December 31, 2010. On May 7, 2010, the day that the company announced its first quarter 2010 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 revised projections are as follows.

Full-year consolidated financial projections for the fiscal year ending December 31, 2010 (January 1, 2010, to December 31, 2010)

	(Revised) FY2010 projections	(May 7) FY2010 projections	(Reference) FY2009 Results
	¥ million		¥ million
Net sales	2,900,000	-	2,597,002
Operating income	130,000	-	75,711
Ordinary income	113,000	-	54,457
Net income	77,000	-	1,043
Net income per share	yen 98.17	-	yen 1.33

Summary of the financial projections

The company predicts an increase in tire unit sales compared to the previous year on a global basis (including Japan, the Americas, and Europe). It also expects sales in its diversified products businesses to exceed those of the prior year.

Due to the increased unit sales in both the domestic and overseas markets, the company anticipates its full year net sales will increase by 12% compared to the previous year.

Further, despite rising raw material costs, it still anticipates that operating income, ordinary income and net income will exceed the prior year's results primarily due to increased tire unit sales and a corresponding improvement in cost per unit due to increased production levels.

Currency exchange rates used for the full year financial projections are 91 yen to the dollar (3-yen appreciation against the dollar compared to fiscal 2009) and 115 yen to the euro (15-yen appreciation against the euro compared to fiscal 2009).

Please refer to the “supplementary information of FY2010 forecast” as attached.

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.

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