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## Notice Concerning the Issuance of Stock Compensation-type Stock Options (Stock Acquisition Rights)

Tokyo (March 30, 2010) - Bridgestone Corporation (the "Company") has announced that its Board of Directors, at a meeting on March 30, 2010, decided to issue stock acquisition rights as stock options and the terms of the issuance, as described below.

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| 1. Reasons for the issuance of stock acquisition rights as stock options                                                         | The issuance of these stock acquisition rights is intended to heighten the motivation and morale for enhancing the Company's long-term corporate value of the Company's directors and corporate officers who do not concurrently serve as directors, and to promote the sharing of interests with the shareholders.                                                                                                                                                                                                                                  |
| 2. Details of the issuance of stock acquisition rights                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| (1) Identity and number of recipients of stock acquisition rights and number of stock acquisition rights to be allocated to them | Members of the company's board of directors: 8 persons, 460 rights<br>Corporate officers who do not concurrently serve as directors: 25 persons, 725 rights<br>Total: 33 persons, 1,185 rights                                                                                                                                                                                                                                                                                                                                                       |
| (2) Class and number of shares underlying the stock acquisition rights                                                           | 118,500 shares of the Company's common stock (The number of shares to be issued or transferred for each stock acquisition right shall be 100 shares ("the number of granted shares").)<br>In the event that the total number of stock acquisition rights subscriptions does not reach the total number of stock acquisition rights listed below, the number of shares to be used to underlie the stock acquisition rights shall be considered to be the number of stock acquisition rights subscriptions multiplied by the number of granted shares. |
| (3) Total number of stock acquisition rights                                                                                     | 1,185 rights<br>In the event that the total number of stock acquisition rights subscriptions does not reach the total number of stock acquisition rights listed above, the total number of stock acquisition rights subscriptions shall be considered to be the total number of stock acquisition rights.                                                                                                                                                                                                                                            |

- (4) Method of calculating the amount of payment for stock acquisition rights: The amount of payment in exchange for one stock acquisition rights shall be determined by multiplying the fair value of one share, calculated using the Black-Scholes model based on all conditions on the allotment date, with the number of granted shares. The above-calculated amount is based on a fair value and the stock acquisition rights grantees are not provided with advantageous conditions for the purchase. On the allotment date, the Company and the grantee shall offset the Company's right to payment for the stock acquisition rights and the grantee's right to compensation for the execution of duties, etc., in an amount equivalent to the amount to be paid for the stock acquisition rights.
- (5) Amount of property to be contributed to the Company upon the exercise of the stock acquisition rights The amount of property to be contributed to the Company upon the exercise of each stock acquisition right shall be calculated by multiplying the amount of property to be contributed per share, which shall be 1 yen, by the number of granted shares.
- (6) Exercisable period for the stock acquisition rights From May 6, 2010, to April 30, 2030
- (7) Conditions for the exercise of the stock acquisition rights
- i) The stock acquisition rights grantees shall not be able to exercise those stock acquisition rights during the period in which they serve as a director or corporate officer, or both, of the Company (including the date on which they retire; hereinafter referred to as the "period of service as officer, etc.").
  - ii) In the event that the stock acquisition rights grantee's period of service as officer, etc., ends by the end of February 2011 (including the event that the period ends due to the death of the grantee), the stock acquisition rights grantee (including the grantee's successor), will not be able to exercise a certain number of the allotted stock acquisition rights (with fractional amounts of less than one stock acquisition right being discarded); that number shall be calculated by multiplying the number of stock acquisition rights allotted by the number of months in the period from the end of the term of service as an officer, etc., to March 31, 2011 (with amounts less than one month being discarded), divided by 12.
  - iii) Partial execution of each stock acquisition right is not allowed.
  - iv) Other conditions shall be subject to the agreement on allotment of stock acquisition rights concluded between the Company and the stock acquisition rights grantee.

- (8)Matters concerning the amount of the increase in common stock capital and capital surplus from the issuance of shares upon the exercise of the stock acquisition rights
- (i) The amount of the increase in common stock (capital) from the issuance of shares upon the exercise of the stock acquisition rights shall be the amount equal to one-half of the limit for an increase in capital, etc., calculated in accordance with Article 17-1 of Japan's Company Accounting Regulations (kaisha keisan kisoku), and any fractional amounts less than ¥1 resulting from such calculation shall be rounded up.
- (ii)The amount of the increase in capital surplus from the issuance of shares upon the exercise of the stock acquisition rights shall be the amount equal to the limit for an increase in capital, etc., as stated in (i) above, less the amount of the increase in common stock(capital) as provided in (i) above.
- (9)Items related to the acquisition of the stock acquisition rights
- If the shareholders' meeting of the company approves a proposal of (i) a merger agreement by which the Company dissolves or (ii) a share exchange agreement or a share transfer plan by which the Company becomes a wholly owned subsidiary of another company or companies, the Company shall acquire the stock acquisition rights then unexercised without any payment or other compensation, as of the day of such approval.
- (10)Restrictions on acquisition of stock acquisition rights via transfer
- Acquisition of stock acquisition rights via transfer shall require an approval of the Board of Directors of the Company.
- (11)Date of Allotment of stock acquisition rights
- May 6, 2010

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