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Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2010

Tokyo (May 7, 2010) - Based on recent performance trends, the company's results through the first quarter and its assessment of the global economy for the remainder of the year, Bridgestone Corporation (the "company") today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2010 (the projections were previously announced on February 19, 2010). The revisions are as follows.

Revisions to consolidated financial projections for the first half of the fiscal year ending December 31, 2010 (January 1, 2010, to June 30, 2010)

	(Revised) First half of FY2010 projection	(February 19) First half of FY2010 projection	Increase (decrease)		(Reference) First half of FY2009 Results
			¥ million	%	¥ million
Net sales	¥ million 1,360,000	¥ million 1,320,000	¥ million 40,000	% 3.0	¥ million 1,205,375
Operating income (loss)	50,000	31,000	19,000	61.3	(19,965)
Ordinary income (loss)	41,000	16,000	25,000	156.3	(33,866)
Net income (loss)	27,000	11,000	16,000	145.5	(38,337)
Net income per share	yen 34.42	yen 14.03	-	-	yen (48.88)

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

	(Revised) FY2010 projection	(February 19) FY2010 projection	(Reference) FY2009 Results
			¥ million
Net Sales	-	¥ million 2,830,000	¥ million 2,597,002
Operating Income	-	94,000	75,711
Ordinary Income	-	67,000	54,457
Net Income	-	45,000	1,043
Net Income per share	-	Yen 57.38	Yen 1.33

Reasons for the revision

The company anticipates its half year operating income, ordinary income and net income will exceed the previous financial projection primarily as a result of an increase in unit sales and a corresponding improvement in fixed cost per unit due to our increased production levels.

Further, due to continuing increases in raw and intermediate materials costs since the February announcement, the company is currently studying its full year projections and expects to update those projections by the time the company announces consolidated results for the first half of the fiscal year.

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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