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Bridgestone Announces Merger of its Consolidated Subsidiary

Tokyo (June 24, 2010) - Bridgestone Corporation (“the Company”) announced today that a meeting of its Board of Directors held on June 24, 2010 has resolved to merge with its consolidated subsidiary MB ENTERPRISE CO., LTD. as below. Further information about the merger are partly omitted because it is a merger under lawful simple proceedings with a consolidated subsidiary of the Company.

1. Purpose of the Merger

Bridgestone Corporation absorbs MB ENTERPRISE CO., LTD. for the purpose of realizing an efficient management within Bridgestone Group.

2. Details of the Merger

(1) Schedule of the Merger

Resolution of the Board of Directors	June 24, 2010
Conclusion of Merger Agreement	June 24, 2010
Effective Date of the Merger	July 27, 2010 (Scheduled)

Note: The merger will be conducted through simplified procedures under Article 796.3 and Article 784.1 of the Companies Act of Japan, by which resolutions of the shareholders' meeting of Bridgestone Corporation and MB ENTERPRISE CO., LTD. will not be required.

(2) Method of the Merger

Bridgestone Corporation, as a surviving company, will absorb MB ENTERPRISE CO., LTD., which will be dissolved upon the merger.

(3) Allotment related to the Merger

Neither new shares nor cash will be issued nor paid for this merger.

(4) Treatment of stock acquisition rights and convertible bonds of the absorbed company

Neither stock acquisition rights nor convertible bonds have been issued by the absorbed company.

3. Corporate Profile of Bridgestone Corporation and MB ENTERPRISE CO., LTD. (As of December 31, 2009)

1. Company Name	Bridgestone Corporation (Surviving Company)	MB ENTERPRISE CO., LTD. (Absorbed Company)
2. Headquarters	10-1 Kyobashi 1-chome, Chuo-ku, Tokyo, Japan	10-1 Kyobashi 1-chome, Chuo-ku, Tokyo, Japan
3. Representative	Shoshi Arakawa, Chairman of the Board, CEO and President	Ryusuke Ogami, Representative Director
4. Principal Business	Manufacture and Sale of Tires etc	Investment in Business Entity, Management Consulting
5. Paid-In Capital	JPY 126,354 million	JPY 437 million
6. Established	March 1, 1931	March 13, 1996
7. Shares Issued	813,102,321	87,599
8. End of Fiscal Year	December 31	December 31
9. Major Shareholders & Shareholdings	Ishibashi Foundation 9.43% Japan Trustee Services Bank, Ltd.(Trust Account) 5.97% The Master Trust Bank of Japan, Ltd. (Trust Account) 4.20% Hiroshi Ishibashi 3.33% Nippon Life Insurance Company 2.46%	Bridgestone Corporation 86.644% Mitsui & Co., Ltd. 13.356%*
Financial Results for FY2009 (unit: yen in millions, Excluding per share data)		
10. Net Assets	1,120,797 (Consolidated)	4,593 (Non-Consolidated)
11. Total Assets	2,808,439 (Consolidated)	4,605 (Non-Consolidated)
12. Total Equity Per Share(yen)	1,385.43 (Consolidated)	52,436.12 (Non-Consolidated)
13. Net Sales	2,597,002 (Consolidated)	-
14. Operating Income (Loss)	75,711 (Consolidated)	(9) (Non-Consolidated)
15. Ordinary Income	54,457 (Consolidated)	196 (Non-Consolidated)
16. Net Income	1,043 (Consolidated)	170 (Non-Consolidated)
17. Net Income Per Share(yen)	1.33 (Consolidated)	1,947.76 (Non-Consolidated)

*Note: After the transfer of shares from Mitsui & Co., Ltd. on June 15, 2010, MB ENTERPRISE CO., LTD. is a wholly-owned subsidiary of the Company.

4. Situation of the Company after the Merger

There is no change in the company name, principal business, headquarters, representative's title and name, paid-in capital or end of fiscal year by this merger.

5. Effect on Financial Outlook

The effect on consolidated results of the Company from this merger will not be material.