

FOR IMMEDIATE RELEASE

Contact: Media Center
(81-3) 3563-6811

BRIDGESTONE CORPORATION

Public Relations
10-1, Kyobashi 1-chome, Chuo-ku, Tokyo 104-8340 Japan
Phone : (03)3563-6811
Fax : (03)3567-4615

Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2009

Tokyo (May 8, 2009) - Based on recent performance trends and its assessment of the global economy for the first half of 2009, Bridgestone Corporation (the "Company") today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2009 which were previously released on February 19, 2009. The revisions are as follows.

Revisions to consolidated financial projections for the first half of the fiscal year ending December 31, 2009 (January 1, 2009, to June 30, 2009)

	(Revised) First half of FY2009 projection	(February 19) First half of FY2009 projection	Increase (decrease)		(Reference) First half of FY2008 Results
			¥ million	%	¥ million
Net sales	¥ million 1,200,000	¥ million 1,190,000	¥ million 10,000	0.8	¥ million 1,641,121
Operating income (loss)	(40,000)	(12,000)	(28,000)	-	83,658
Ordinary income (loss)	(58,000)	(21,000)	(37,000)	-	68,603
Net income (loss)	(62,000)	(21,000)	(41,000)	-	37,237
Net income per share	yen (79.05)	yen (26.78)	-	-	yen 47.72

Revisions to full-year consolidated financial projections for the fiscal year ending December 31, 2009 (January 1, 2009, to December 31, 2009)

	(Revised) FY2009 projection	(February 19) FY2009 projection	(Reference) FY2008 Results
			¥ million
Net Sales	-	¥ million 2,530,000	¥ million 3,234,405
Operating Income	-	45,000	131,550
Ordinary Income	-	20,000	74,488
Net Income	-	3,000	10,412
Net Income per share	-	Yen 3.83	yen 13.33

Reasons for the revision

Due mainly to a continuing decrease in unit sales caused by the global recession and an increase in unabsorbed fixed expenses due to reduced production levels, as well as the impact of foreign currency exchange losses, the Company anticipates its half year operating income and ordinary income will fall below the previous financial projection.

Further, due to the effect of factors such as the current unavailability of the recognition of the deferred tax benefit relating to the elimination of unrealized gains on inventories, we now forecast that net income will also fall below the previous projection.

The Bridgestone Group's operating environment is currently characterized by a continuing lack of demand for new vehicles and slumping demand for replacement tires, particularly tires for trucks and buses. The Company is also facing stagnant demand in the diversified products segment. As a result, the future remains extremely uncertain.

We are continuing to review the rapidly changing operating environment, the global economy and the impact these factors may have on our results. Therefore, we plan to update the Company's full year projections at the time the Company's consolidated results for the first half of the fiscal year are announced.

- end -