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## Bridgestone Corporation Announces Revised Financial Projections for Fiscal 2009

Tokyo (Nov 5, 2009) - Based on recent performance trends and its assessment of the global economy for the year 2009, Bridgestone Corporation (the "Company") today announced revisions to its consolidated financial projections for the fiscal year ending December 31, 2009 (the projections were previously announced on August 7, 2009). The revisions are as follows.

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

	(Revised) FY2009 projection	(August 7) FY2009 projection	Increase (decrease)		(Reference) FY2008 results
			¥ million	%	¥ million
Net sales	¥ million 2,590,000	¥ million 2,610,000	¥ million (20,000)	% (0.8)	¥ million 3,234,405
Operating income (loss)	60,000	61,000	(1,000)	(1.6)	131,550
Ordinary income (loss)	29,000	32,000	(3,000)	(9.4)	74,488
Net income (loss)	(10,000)	6,000	(16,000)	-	10,412
Net income per share	yen (12.75)	yen 7.65	-	-	yen 13.33

Reasons for the revision

Due mainly to an extraordinary loss reserve established in connection with the decision to close two Bridgestone Australia Ltd. plants announced in October, the company anticipates its net income will fall below the previous projections.

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