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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 the first half of Fiscal 2010

Tokyo (June 24, 2010) - Based on recent performance trends, Bridgestone Corporation (the "company") today announced revisions to its consolidated financial projections for the first half of the fiscal year ending December 31, 2010 (January 1, 2010, to June 30, 2010). The projections were previously announced on May 7, 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 projections	(May 7) First half of FY2010 projections	Increase (decrease)		(Reference) First half of FY2009 Results
			¥ million	%	¥ million
Net sales	¥ million 1,380,000	¥ million 1,360,000	¥ million +20,000	% +1.5	¥ million 1,205,375
Operating income (loss)	63,000	50,000	+13,000	+26.0	(19,965)
Ordinary income (loss)	57,000	41,000	+16,000	+39.0	(33,866)
Net income (loss)	37,000	27,000	+10,000	+37.0	(38,337)
Net income per share	yen 47.17	yen 34.42	-	-	yen (48.88)

### Reasons for the revision

The company anticipates its half year operating income, ordinary income and net income will exceed the previous financial projections primarily as a result of an increase in tire unit sales and improved tire prices in overseas markets.

Please refer to the "supplementary information of FY2010 forecast" as attached.

### **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.