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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 Defines Its Approach To Promoting Biological Diversity

Tokyo (September 27, 2010) — Bridgestone Corporation (Bridgestone), on behalf of its worldwide family of companies, today released further details defining its approach towards promoting biological diversity.

2010 is the International Year of Biodiversity and the Company is using this unique opportunity to bring attention to this important topic.

Bridgestone's approach to biological diversity plays an important role in the Company's Global Environmental Mission, which works to ensure a healthy environment for current and future generations and contributes to a more sustainable society. Bridgestone is taking decisive action in three areas: reducing carbon emissions, resource conservation and ecological conservation.

Bridgestone has engaged in a variety of activities worldwide for ecological conservation, including wildlife habitat improvement, academic research and community education (For more details, please see attachment).

Bridgestone's approach is as follows:

The Bridgestone Approach toward Biological Diversity

We, the Bridgestone Group, respect the principles of the Convention on Biological Diversity. We promote biodiversity to help ensure not only sustainability but also a healthy, vibrant future. The Bridgestone Group is committed to enhancing biodiversity by leveraging its global presence. We are actively linking our world-wide network of people with their unique wildlife habitats, and providing education and research needed to achieve healthy biodiversity at the gene, species and habitat levels. We at Bridgestone are humbled by the lessons we can learn together with others in our communities by connecting with nature.

Key Activities

1. We will contribute to biodiversity conservation through active habitat preservation and enhancement at our operating locations and beyond our property lines.
2. We will contribute to biodiversity conservation through environmental education and research.

***Bridgestone Corporation**, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.*

Bridgestone Initiatives for Biodiversity Conservation

● Examples in Japan

ECOPIA's Forest



To help sustain our Japanese forests, since 2005, Bridgestone has maintained the wooded area in the city of Nasu Shiobara. B-Forest is also utilized for various environment-related educational activities. From 2010, this activity is expanded to other regions in Japan as "ECOPIA's Forest".

Preservation

Education

Lake Biwa — Sustainable Environment for Local Communities



Starting in 2004, in cooperation with the World Wildlife Foundation (WWF) Japan, Bridgestone has been working toward the protection of the water resources by supporting fresh water ecological surveys of Lake Biwa.

Preservation

Education

Bridgestone Children's Eco-Art Contest



With the Bridgestone Children's Eco-Art Contest, children draw pictures of how they view the environment, and we as adults subsequently reaffirm the importance of the environment. This contest began in 2003 and we have received entries from throughout Japan.

Education

Bridgestone Initiatives for Biodiversity Conservation

● Examples in Asian and Pacific regions

Nature and Agriculture Education Center (Thailand)



Bridgestone has provided funds to support the establishment of a nature and agriculture learning center and the development of related education programs for local residents in Thailand, which is a collaboration between the Ministry of Agriculture and Cooperative, WWF of Thailand and Bridgestone. We have launched this environmental program to help communicate the importance of environmental conservation to local children.

Education

Nature Park — Kea enclosure (New Zealand)



Jointly sponsored between the Firestone retail brand and Kea Campers, the Nature Park — a conservation program “Kea enclosure” is funded. This program is dedicated to the development and preservation of the native Kea enclosure at Rainbow Springs Nature Park, Rotorua. Our teammates’ involvement will ensure the provision of housing and environment protection for the Kea at this popular tourist attraction.

Preservation

Research for CO2 sequestration by reforestation of degraded land (Indonesia)



W-BRIDGE, the collaborative research project carried out by Waseda University and Bridgestone Corporation, has supported an experimental study for reforestation of degraded land in Lombok Island, Indonesia. The study focused on benefits to local people while conserving natural forests, conducted by Professor Yasushi Morikawa, Graduate School of Human Sciences, Waseda University and Japan International Forestry Promotion and Cooperation Center.

Research

Bridgestone Initiatives for Biodiversity Conservation

● Examples in North America

Preservation of Wildlife Habitat (U.S.A.)



At Bridgestone, we recognize the need to preserve areas of wilderness to sustain the natural systems that we depend upon and create sanctuaries for wildlife. Bridgestone has established nine wildlife habitat areas on our land in Tennessee, North Carolina, Oklahoma, Maryland, and Ohio.

Preservation

Bridgestone Environmental Education Classroom and Habitat (U.S.A.)



At the Warren County, Tennessee, facility, through a partnership with environmental and community groups, the Bridgestone Environmental Education Classroom & Habitat (BEECH) program was created, incorporating interdisciplinary studies with environmental education.

Education

Learning Grounds Program (Canada)



Bridgestone Canada Inc. led the sponsorship of funding a Learning Grounds program for a local elementary school. The school uses the grounds as an area for learning about nature, environment, indigenous plants as well as it provides shade for the children to play in. The Learning Grounds consists of five gardens: butterfly garden, bird sanctuary, vegetable garden, canoe forest, and sugar bush (sugar maple trees).

Education

Bridgestone Initiatives for Biodiversity Conservation

● Examples in Europe

“Plant a Tree” at Burgos plant (Spain)



On March 14th, 2010, teammates from the Burgos plant and their families helped improve the environment of their local community. Working in four groups, the 120 volunteers planted 160 trees, which was registered with the UNEP “Billion Trees Campaign” (www.unep.org/billiontreecampaign/).

Preservation

● Examples in Africa

Cape Leopard Trust (South Africa)



The Cape Leopard Trust facilitates the conservation of the Western Cape’s predators through the combination of conservation strategies, research projects and tourism initiatives. The Trust operates in wilderness areas in the Cederberg, Swartberg/Gamka corridor and Namaqualand areas and operates five Toyota Hilux double cab bakkies for which Bridgestone South Africa provided tires. These vehicles travel very rocky and rugged areas in the mountains.

Preservation