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Bridgestone to Engage in Joint Research Project in Indonesia Regarding Natural Rubber

Tokyo (February 24, 2011)—Bridgestone Corporation (Bridgestone), in collaboration with the National Institute of Advanced Industrial Science and Technology (AIST) and the Indonesian Agency for the Assessment and Application of Technology (Badan Pengkajian dan Penerapan Teknologi (BPPT)), announced at a joint press conference held today at the BPPT office in Jakarta, Indonesia, an agreement in principle to conduct a cooperative research project on natural rubber.

Bridgestone, AIST and BPPT are working out the details of the joint research contract that will clarify the role of each party, as they work together to develop methods to increase the production of natural rubber. By participating in this joint research project, Bridgestone will use its resources to contribute to the future development of the natural rubber industry in Indonesia, one of the world's few major producers of natural rubber. Details regarding the research project and other reference information are outlined below.

1. Overview of the research project

(1) Project name: BPPT-AIST-Bridgestone Para Rubber Tree Project

(2) Specific research theme

Development of molecular breeding technology to increase production of latex

2. Background behind Bridgestone's participation in the project

Bridgestone is engaging in a number of initiatives geared toward advancing the development of the natural rubber industry. Following the establishment of an international research cooperative created through the comprehensive research coordination agreement between AIST and Indonesia's BPPT, Bridgestone chose to enter into this joint project with the intention of contributing to the development of the natural rubber industry in Indonesia through bioscience research targeting the enhancement of natural rubber.

3. About BPPT

BPPT, founded in 1978, is a non-departmental government agency under the coordination of the Indonesian Ministry of Research and Technology. BPPT is responsible for government initiatives in the fields of technology assessment and application. From 2002 to 2010, Bridgestone conducted research in cooperation with BPPT and its Center for Biotechnology as part of a project headed by the New Energy and Industrial Technology Development Organization (NEDO). Since 2010, Bridgestone has also worked with BPPT in a project conducted through NEDO's Official Development Assistance (ODA) to research measures to prevent disease in Para Rubber Trees.

4. About AIST

The National Institute of Advanced Industrial Science and Technology is one of Japan's largest public research institution. AIST supports various industries in Japan by conducting research in six diverse fields: environment and energy, life science and biotechnology, information technology and electronics, nanotechnology, materials and manufacturing, metrology and measurement science, and geological survey and applied geoscience. AIST has headquarters in Tokyo and Tsukuba, as well as eight other research bases located throughout Japan that focus on unique research topics. Currently the organization employs over 3,000 people, with over 2,000 in the field of research, working in cooperation with industry representatives, universities, and government organizations to develop "open innovation hub" through industry-academia-government collaboration.

5. Other joint projects in Indonesia

Bridgestone is participating in a joint project with the World Agroforestry Centre in which the two parties work together to provide small-scale farmers in Sumatra, where Bridgestone has a subsidiary, information and guidance on the cultivation of rubber trees. The parties will also conduct joint research intended to help stabilize the region's agricultural rubber industry into the future.

6. Bridgestone's rubber plantations in Indonesia

(1) Sumatra

- A. Company name: P.T. Bridgestone Sumatra Rubber Estate
- B. Location: Serbalawan, North Sumatra (Sumatera Utara)
- C. Date of acquisition: August 2005
- D. Ownership: Bridgestone Corporation 95%
- E. Representative: Philip Hickling
- F. Production item: Natural rubber

G. Site area: Approximately 18,000 hectares

H. Number of employees: Approximately 6,000 (as of April 30, 2010)

(2) Kalimantan

A. Company name: P.T. Bridgestone Kalimantan Plantation

B. Location: Tanah Laut, South Kalimantan (Kalimantan Selatan)

C. Date of establishment: November 1999

D. Ownership: Bridgestone Corporation 99%

E. Representative: Aswansyah Noerdin

F. Production item: Natural rubber

G. Site area: Approximately 6,000 hectares

H. Number of employees: Approximately 800 (as of April 30, 2010)

About Bridgestone Corporation:

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 also 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.

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