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## **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.*