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DRIVER'S EDGE ANNOUNCES 2009 NATIONAL TOUR

*Pro drivers take action on teen driving safety with free
accident avoidance training in 20 U.S. cities in 2009*

LAS VEGAS, Nev. (March 20, 2009) — Drivers under the age of 21—the ones that are three times more likely to be involved in car crashes than any other driving age group according to the National Highway Transportation Safety Administration—will learn how to stay safer on the roads thanks to Driver's Edge. Driver's Edge, a non-profit organization and public charity, will give teen drivers in select U.S. cities free classroom and behind-the-wheel accident avoidance instruction to combat this statistic.

“Motor vehicle collisions kill more teens every year than drugs, guns and violent crimes combined, yet conventional driver's education in America continues to teach young drivers only the most basic of driving skills and then sends them out on the roads,” said Jeff Payne, founder of Driver's Edge. “To help make the roads safer and to better educate these young drivers we need to take their training to the next level—use a different approach—and that's what Driver's Edge is all about.”

Driver's Edge was specifically developed to help address the high number of youth-related automobile collisions and fatalities that occur annually throughout the United States. The nationally recognized program, taught by professional racecar drivers and performance driving instructors, plans to travel to 20 U.S. cities in 2009 to offer young drivers free classroom and behind-the-wheel accident avoidance instruction. The seventh annual Driver's Edge National Tour kicks off March 28, 2009 in Phoenix, Ariz.

Since its founding, over 56,000 young drivers and their parents have already participated in the free, half-day Driver's Edge program, and Driver's Edge will celebrate its 70,000th attendee in 2009. “Comparable teen driver programs can charge up to \$450, but we're committed to keeping ours available for free in order to reach more people,” said Steven Tepper, president of Driver's Edge. “This kind of instruction needs to be available to everyone, not just those who might be able to afford it.”

The program is typically offered twice a day, with each session educating approximately 80 to 100 students. The students' parents are encouraged to attend and observe as well. After attending a program, Driver's Edge contacts each student at 12 and 24-month intervals to monitor driving experience following course completion.

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www.driversedge.org

Driver's Edge includes, among other components, the following elements:

- Written tests designed to measure students' driving knowledge before and after completing the course.
- Classroom and behind-the-wheel defensive driving instruction on skid control, evasive lane changes, anti-lock braking skills and panic-braking techniques.
- Interaction with local law enforcement, including impaired driving awareness and seat belt safety instruction.
- Proper car maintenance session, based on Firestone Complete Auto Care's Car Care Academies.

Driver's Edge events will be offered in the following cities this year: Phoenix, Ariz.; Houston, Texas; Dallas/Ft. Worth, Texas; Oklahoma City, Okla.; Atlanta, Ga.; Miami, Fla.; Boston, Mass.; Sioux Falls, S.D.; New York, N.Y.; Washington, D.C.; Greensboro, N.C.; Columbus, Ohio; Chicago, Ill.; Davenport, Iowa; Minneapolis, Minn.; Los Angeles, Calif.; San Jose, Calif.; Nashville, Tenn.; Reno, Nev. and Las Vegas, Nev.

Young drivers, aged 15 to 21, possessing a valid learner's permit or license must register in advance for the program either by phone at 1-877-633-EDGE (3343), or online at www.driversedge.org.

The Driver's Edge national tour is sponsored in the interest of public safety by Bridgestone Americas Tire Operations, LLC and Bridgestone Retail Operations, LLC, subsidiaries of Bridgestone Americas, Inc.

About Driver's Edge:

Las Vegas-based Driver's Edge is a Nevada 501(c)(3) non-profit organization and public charity. Driver's Edge offers a free educational program for young drivers (aged 15-21) teaching real life emergency avoidance and response techniques and overall driver safety. This innovative program is taught on an ongoing basis in Las Vegas, Nev., with annual national tours visiting multiple U.S. cities each year. The program is funded entirely by charitable donations, public grants and corporate sponsorship. For more information, please visit www.driversedge.org.

About Bridgestone Americas, Inc.:

Nashville-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of the Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone, and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers and those in the agricultural, forestry and mining industries. The companies also produce air springs, roofing materials, synthetic rubber and industrial fibers and textiles and operate the world's largest chain of automotive tire and service centers.

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