

FOR IMMEDIATE RELEASE

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Bridgestone Corporation Announces Dividend Payout from Retained Earnings and Revised Dividend Projections

Tokyo (August 6, 2010) - Bridgestone Corporation announced that at its meeting on August 6, 2010, its board of directors has decided payout of interim dividends with the record date of June 30, 2010, from retained earnings and revised upward its year-end dividend projections for the fiscal year ending on December 31, 2010, as follows.

1. Description of Interim Dividends

	Decided dividend	(Original February 19) FY2010 Projections	FY2009 Actual result
Record date	June 30, 2010	June 30, 2010	June 30, 2009
Dividends per share	10 yen	8 yen	8 yen
Total dividends	7,843 million yen	-	6,274 million yen
Effective date	September 1, 2010	-	September 1, 2009
Source	Retained earnings	-	Retained earnings

2. Revised Projections of Dividends

(Value in Japanese yen)

	Dividend per share			
	(Revised) FY2010 Projections	(Original February 19) FY2010 Projections	FY2010 Actual result	FY2009 Actual result
Interim dividend	-	8	10	8
Year-end dividend	10	8	-	8
Annual dividends	20	16	-	16

3. Reasons for the revision

Bridgestone Corporation is committed to providing its shareholders with a stable dividend. Taking into account all of the relevant factors related to the company's current business performance and projected financial condition, the board of directors has revised upward its dividend projections for the fiscal year ending on December 31, 2010.