

October 2, 2013

Ratio Change and Stock Distribution

Bridgestone Corporation

DR CUSIP: 108441205

DR ISIN: US1084412055

DR Ticker Symbol: BRDCY

Ratio (DRs : Underlying Shares): 1:2

Please be advised that The Bank of New York Mellon, as Depositary, will change the ratio of the **Bridgestone Corporation**, Depositary Receipt ("DR") program from 1 DR representing 2 common shares to 2 DRs representing 1 common share.

The ratio change will occur simultaneously with a 300% DSs distribution (or 3 additional DSs for each 1 DS held).

Please note the following:

DR Record Date: October 15, 2013

DR Payable Date: October 16, 2013

DR Distribution Rate: 300% Distribution (or 3 additional DSs for each 1 DS held).

Old DR Ratio: 1 DR : 2 common shares

New DR Ratio: 2 DRs : 1 common share

Effective date for DR ratio change: October 17, 2013

Please note: A ratio change may impact the fees payable by DR investors.

BNY Mellon's books will be closed from October 16, 2013 and will reopen on October 22, 2013 for Issuance and Cancellation transactions.

To learn more about Depositary Receipts and issuer programs, please contact our marketing desks:

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