

TOYO TIRES™

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PRESS RELEASE

March 19, 2008

TOYO TIRE & RUBBER CO., LTD. of Osaka, Japan,
Appoints American, James Hawk to the Position of Corporate Officer

CYPRESS, CALIFORNIA – Effective April 1, 2008, TOYO TIRE & RUBBER CO., LTD. of Osaka, Japan, appoints James Hawk to serve as a corporate officer of the company. Hawk becomes the first non-Japanese corporate officer to serve since the company was founded in 1945. In addition to this new position, Mr. Hawk has been promoted to president and plant manager of Toyo Tire North America Manufacturing Inc. (TNA), the company's U.S. passenger car and light truck tire manufacturing plant located in White, Georgia.

A 35-year veteran of the tire manufacturing business, Mr. Hawk has served as senior vice president of operations and plant manager of TNA since December 2004, when plans were still being drawn up for the state-of-the-art facility. Under Mr. Hawk's guidance, production began in January 2006, and by 2007 the manufacturing plant exceeded production goals while retaining Toyo's high quality standards.

"We are honored to have a person with Jim Hawk's credentials serving both as a corporate officer and as president of Toyo's U.S.-manufacturing facility," said Shozo "Carlos" Kibata, executive corporate officer, TOYO TIRE & RUBBER CO., LTD./president and CEO, Toyo Tire Holdings of Americas Inc. "His outstanding achievements with this growing facility show he is an asset to the future growth of Toyo Tires not just in North America but worldwide."

TNA is now well underway with a plant expansion project, Phase 2, which will increase production capacity by December 2008. To learn more about *Toyo®* and its full line of tire products, log on to *toyo.com*.

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About Toyo:

Toyo® has been making tires for more than 60 years and currently stands as the 11th largest manufacturer of its kind in the world. Worldwide Toyo distribution covers the United States, Western Europe, Japan, Asia, Mexico, Canada and Australia.

In the US since 1966, Toyo Tire U.S.A. Corp. distributes exclusively to independent tire dealers and can be found in approximately 2,000 retail locations nationwide. A loyal dealer and consumer base has contributed to annual sales growing at double-digit rates for six out of the last seven years.

With a focus on premium tires, Toyo manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

The company has created partnerships with many high profile sports and lifestyle organizations such as Ultimate Fighting Championship, Pac-10 men's basketball, National Hot Rod Association (NHRA), Championship Off-Road Racing (as seen on NBC) and Sports Car Club of America.

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