

TOYO TIRES®

DRIVEN TO PERFORM®

PRESS RELEASE

December 4, 2009

Toyo Tire U.S.A. Corp. to Increase Prices January 1

CYPRESS, CALIFORNIA -- Effective January 1, 2010, Toyo Tire U.S.A. Corp. will increase prices on all consumer and commercial tires by up to six-percent with in-line adjustments. The increase is due to a continued escalation in raw material costs.

“We appreciate the continued support and understanding of our dealers as we manage our firm commitment to providing the highest quality products, with the steep increase in costs affecting our industry,” said John Hagan, senior director, sales operations for Toyo Tire U.S.A. Corp.

To learn more about Toyo Tires®, the brand voted #1 overall by independent tire dealers across North America*, log on to toyotires.com. Toyo Tires 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.

* *Tire Review* magazine, 2009 Annual Brand Study

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