

TOYO TIRES®

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PRESS RELEASE

January 4, 2010

Toyo Tire U.S.A. Corp. to Increase Truck Tire Prices February 1

CYPRESS, CALIFORNIA -- Effective February 1, 2010, Toyo Tire U.S.A. Corp. will increase prices on commercial truck tires by up to seven-percent with in-line adjustments. The increase is a result of rising raw material costs.

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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Media Contact: Jay Jones, TMC

Tel. 949-851-6313, Fax. 949-833-0253

jay.jones@tmcauto.com

Toyo Media Site: www.toyoeditor.com