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February 18, 2011

### Toyo Tire U.S.A. Corp. to Increase Prices March 1

CYPRESS, CALIFORNIA -- Effective March 1, 2011, Toyo Tire U.S.A. Corp. will increase prices on passenger car, light truck, commercial truck and OTR tires by an average eight-percent with in-line adjustments.

"This price increase is due to the continued rise in raw material costs," said John Hagan, senior director, sales operations for Toyo Tire U.S.A. Corp. "As always, Toyo Tires makes every effort to minimize these increases while still delivering a premium product. We appreciate the continued support and understanding of our loyal dealers and consumers."

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. To learn more, visit [toyotires.com](http://toyotires.com).

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Media Contact: Jay Jones, TMC  
Tel. 949-851-6313, Fax. 949-833-0253  
[jay.jones@tmcauto.com](mailto:jay.jones@tmcauto.com)  
Toyo Media Site: <http://toyotires.mediaroom.com>