

NEWS RELEASE

YOKOHAMA

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For immediate release

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Yokohama Tire Corporation Supports the Los Angeles Angels with Hideki Matsui YTC President Throws the First Pitch

Tokyo - The Yokohama Rubber Co., Ltd., announces that Yokohama Tire Corporation (YTC), its subsidiary in the U.S.A., has concluded a sponsorship contract with the Los Angeles Angels - a major league baseball team in the American League West division - for the 2010 season. Under the contract, Yokohama's corporate advertising will be installed at the backstop and in the outfield at the team's home stadium, known as Angel Stadium of Anaheim. Following the signing, YTC President Takao Oishi threw the ceremonial first pitch prior to the Angels' game against the Detroit Tigers on Monday, April 19 (local time).

Hideki Matsui, last year's World Series MVP and the first Japanese to be so named, now plays for the Angels, a team popular both in the U.S. and in Japan. In light of that, YTC thought advertising the brand through support of the team would appeal to customers not only in Japan, but in countries worldwide. YTC actively promotes the Yokohama brand through sports and also supports teams in the National Football League (NFL) and the National Basketball Association (NBA).

Being the key location for tire production and sales in the U.S.A., YTC deals in a wide variety of tires ranging from those for passenger cars, trucks and buses, to construction vehicles.



Yokohama Rubber's corporate advertising on the outfield wall of Angel Stadium of Anaheim



President Oishi throws the first pitch

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