

NEWS RELEASE



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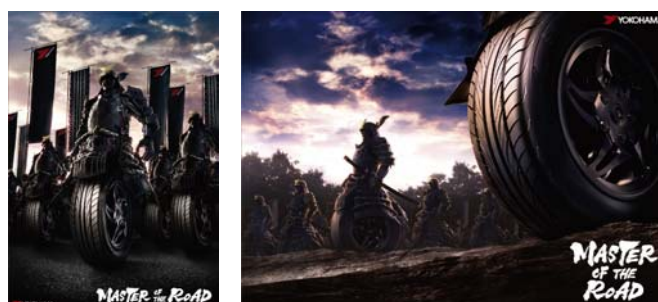
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Yokohama Rubber's Overseas TV Commercial Wins Bronze Award at the 6th Japan IAA Best Advertising Award

Tokyo - The Yokohama Rubber Co., Ltd., announced today that on Friday, December 10, 2010, its television commercial "Master of the Road" – aired in overseas markets – received the bronze award at the 6th Japan IAA Best Advertising Award. A presentation ceremony will be held at the Courtyard Marriott Tokyo Ginza Hotel on Thursday, January 27.

"Master of the Road" was produced to increase recognition of the Yokohama brand overseas and to highlight its high-performance tires from Japan. The commercial is set during the *Sengoku* Warring-States period. Armored *samurai* warriors riding tires at high speed charge along ice-covered roads and through a blizzard of falling cherry petals in a dramatic succession of quick-shifting scenes. The proud *samurai* not only symbolizes Japan, but embodies the high performance of Yokohama tires. The commercial was shown in a number of countries overseas, primarily Russia, where it inspired great public interest in *samurai*, and dramatically improved recognition and the image of the Yokohama brand. Chairman Toshiaki Nozue of the awards committee (chairman of the Japan Ad Contents Production Companies Association), commented: "This is a good piece of work. It represents the product well and it has strong visual impact and a sense of speed." Not only the concept and planning of the commercial but also the quality of its execution has been highly evaluated. McCann Erickson Japan Inc. was responsible for the production.

The "Japan IAA Best Advertising Award" is sponsored by International Advertising Association Japan Chapter. In cooperation with FOX International Channels, it works to improve the standard of international advertisements in Japan. Distinctive works are selected from commercials advertising Japanese products or services – commercials either ordered or made under direction from Japan for use in overseas advertising activities.



From "Master of the Road"