

For Immediate Release
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Bridgestone Commercial Solutions Sponsors Community Concert For All Roads Lead To Joplin

NASHVILLE, Tenn. (May 11, 2012) – As part of Bridgestone/Speedco/Shell Oil's All Roads Lead to Joplin event, Bridgestone Commercial Solutions will host a free community concert featuring Joplin native Kenny Foster, Maggie Speaks and a guest appearance by Chassidy Staton at 7 p.m. Thursday, May 17.

The concert will serve as the kickoff to the weekend event, which commemorates the one-year anniversary of the Joplin Tornado. Weekend activities include the Bridgestone Concert, the 30th Anniversary of the Shell Rotella® SuperRigs Truck Beauty Contest, grand re-opening celebration of the Joplin Speedco store, a parade, and fireworks. The outdoor concert will be held at the lot adjacent to the Speedco location at I-44, Exit 11.

“Bridgestone is committed to the communities in which we live and work, and Joplin is no exception,” said Kurt Danielson, President, Bridgestone Commercial Solutions. “We’re proud to support this community by rebuilding, and offering an event the entire city can enjoy. Bridgestone team members will be in Joplin assisting with the Rebuild Joplin activities.”

Kenny Foster has received accolades for his songwriting and singing talent by ABC News, Forbes Magazine, The New York Times, and the Washington Post. He was chosen by Clear Channel Radio as one of the best "New! Discover and Uncover" Artists of 2011. His compositions have been featured on Extreme Makeover: Home Edition, and his song about Joplin entitled "My Hometown" has created a download drive sensation, with 100 percent of the song's proceeds benefiting United Way to aid in tornado relief efforts in Joplin.

“I’m excited to come back to my hometown and support it with my music,” said Foster. “As someone who calls Joplin home, I’m grateful to companies like Bridgestone and Speedco, who not only were willing to rebuild and reinvest in this town, but are also willing to put on events that give back to the entire community.

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In addition to Kenny Foster, the concert will feature Maggie Speaks, called “America’s Best Cover Band” from Chicago that recently played the opening night party for the NFL owners at the Super Bowl. Maggie Speaks headlines at some of the biggest clubs in the nation and opens for arena acts in major venues throughout the United States. There will also be a special appearance by Chassidy Staton, an emerging country star who will perform with Maggie Speaks. The night will conclude with a spectacular fireworks celebration between 9:30 and 10 p.m.

On Sunday, May 22, 2011, a deadly tornado struck Joplin, Mo. and left a community devastated and lives forever changed. The Speedco location in Joplin was in the path of this destructive and deadly tornado. Thanks to the dedicated team at Speedco, all employees and customers were safe and unharmed, but the building was destroyed. Speedco and the Joplin community were committed to rebuilding; the Joplin Speedco location was rebuilt and opened for business on March 1.

“The community of Joplin has supported us for many years and it’s our turn to give back to such a deserving community,” said Mark Clark, Speedco President & CEO. “Thanks to the help of our partners and vendors, we are excited to host this event for the city of Joplin and the trucking community.”

All proceeds and donations from the event will be donated to the Joplin YMCA Outreach Program.

For more information on the event, go to www.allroadsleadtojoplin.com or by calling 1-866-SPEEDCO.

About Bridgestone Commercial Solutions:

Bridgestone Commercial Solutions, a business of Bridgestone Americas Tire Operations, provides tires and services for trucking, construction, mining, aggregates and industrial operations across the Americas. The division manufactures, markets and sells medium and heavy duty truck tires and off the road tires for the original equipment and replacement markets in the United States and in Canada through Bridgestone Canada Inc. Bridgestone and Firestone brand truck tires are available through more than 2,500 dealers and truck stops across the U.S. and Canada. Bridgestone and Firestone Off Road tires and Continuum OTR retreads are available through a network of more than 800 dealers in North America. In addition, through its Bandag brand, Bandag retreading dealers have access to industry-leading research and development, manufacturing, marketing and sales expertise through approximately 1,600 point of sale locations in North America. This

combination of new and retread product offering provides customers with total tire solutions.

About Speedco, Inc.:

Speedco Truck Lube and Tire is a provider of on-highway truck lubrication and routine tire services to commercial truck owner-operators and fleets. Speedco has 51 on-highways locations across the nation. Speedco is owned by Bridgestone Commercial Solutions, which has a majority interest in Speedco, Inc. Bridgestone Commercial Solutions is part of Bridgestone Americas Tire Operations.

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