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**Fourth Annual Safety Scholars Video Contest  
Accepting Entries Until July 1**

As participation continues to rise, contest shows teens remain passionate about spreading safe driving message to peers

**NASHVILLE, Tenn. (May 25, 2010)** — Perched behind the camera and ready to roll, students across the country can enter the Safety Scholars Video Contest and have the opportunity to win a college scholarship, see their video on TV and perhaps even save a life.

The contest, part of Bridgestone Americas' (BSAM) overall teen safety initiatives, is accepting video entries until July 1. The company based its decision to continue the contest on both the remarkable success of the program and the company's ongoing commitment to driver safety education for teens. Entrants create a short video that addresses the topic of automotive safety encouraging their peers to make better decisions behind the wheel — and ultimately make the roads safer for everyone.

In addition to receiving a \$5,000 college scholarship and a free set of tires, each Safety Scholars winner has the chance to have his or her video used as a public service announcement (PSA) on television stations across the country. In 2009, Safety Scholars videos which were included in the PSA campaign aired more than 9,500 times, resulting in more than 61 million audience impressions.

The 2009 winners utilized personal testimonies, dramatic narratives, humor and other creative formats to deliver powerful messages about auto safety.

"The video entries from the past three years show the incredible talent of student video producers across the country, and we appreciate the fact that so many teens recognize the importance of auto safety," said Angela Patterson, digital media coordinator, Community and Corporate Relations, Bridgestone Americas, who also manages the company's teen driver safety initiatives. "Car crashes claim the lives of more 16- to 21-year-olds than any other cause. This program empowers students to make a difference by using their talents, and we're proud to include Safety Scholars as a key initiative in Bridgestone Americas' safety education programs."

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### **2010 Contest Details:**

- Videos must be 25 or 55 seconds in length.
- Entrants can submit their videos now through July 1 at [safetyscholars.com](http://safetyscholars.com).
- A panel of judges will select 10 finalists based on the following criteria: how well the video compels viewers to be more safety-conscious when using their vehicles and how well the video effectively and creatively communicates its message.
- The 10 finalist videos will be posted on [safetyscholars.com](http://safetyscholars.com) in addition to [YouTube](http://YouTube), [MySpace](http://MySpace) and [Facebook](http://Facebook) on July 15. The general public will then select grand prize winners through online voting at [safetyscholars.com](http://safetyscholars.com).
- Official rules with complete entry, eligibility and prize details are available on [safetyscholars.com](http://safetyscholars.com).

### **The Results:**

Votes will be tallied and grand prize-winning videos will be announced on Aug. 17 at [safetyscholars.com](http://safetyscholars.com).

In addition to Safety Scholars, Bridgestone Americas has invested in a number of innovative driving and tire safety education initiatives specifically targeted at young drivers. The Bridgestone brand serves as presenting national sponsor of Driver's Edge, a hands-on safe driving course that's offered free of charge to teens in select U.S. cities. Bridgestone Americas has also aired a series of tire safety public service announcements featuring Mario Andretti, legendary racer and Firestone spokesman. The company has also created a new website — [www.teensdrivesmart.com](http://www.teensdrivesmart.com)— to provide online resources to young drivers to help them become better, safer drivers.

### **About Bridgestone Americas, Inc.:**

*Nashville, Tenn.-based Bridgestone Americas, Inc. (BSAM) is the U.S. subsidiary of Bridgestone Corporation, the world's largest tire and rubber company. BSAM and its subsidiaries develop, manufacture and market a wide range of Bridgestone, Firestone and associate brand tires to address the needs of a broad range of customers, including consumers, automotive and commercial vehicle original equipment manufacturers, and those in the agricultural, forestry and mining industries. The companies are also engaged in retreading operations throughout the Western Hemisphere and produce air springs, roofing materials, and industrial fibers and textiles. The BSAM family of companies also operates the world's largest chain of automotive tire and service centers. Guided by its One Team, One Planet message, the company is dedicated to achieving a positive environmental impact in all of the communities it calls home.*

Please visit [www.safetyscholars.com](http://www.safetyscholars.com) for more information. For broadcast-quality logos, digital photos and/or video, please visit [www.bridgestoneamericasmedia.com](http://www.bridgestoneamericasmedia.com).

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