

# NEWS RELEASE

# YOKOHAMA

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For immediate release

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## Yokohama Rubber Concludes Product Placement Agreement with Warner Bros. Pictures Yokohama Tires to be Used on Hero's Car in the Latest Hollywood Film "Speed Racer"

Tokyo - The Yokohama Rubber Co., Ltd., announced that it has concluded a product placement agreement\* for the latest Hollywood film by the Wachowski brothers - *Speed Racer*, scheduled for release in major international markets in May 2008 and in Japan in July - known for their direction of the *Matrix* films. The brothers wrote the *Speed Racer* script and are directing the movie.

\*A notable advertising arrangement for the use/appearance of a product or logo in a film, TV program, etc.

Under the agreement, Yokohama will supply YOKOHAMA tires for the technological star of the film, the car named "Mach 5," and also carry out extensive promotional activities in some 40 countries where Yokohama has its overseas subsidiaries and affiliates, when it is released. The company looks forward to the opportunity to further enhance global recognition of the name "YOKOHAMA" through association with this film.

The Wachowski brothers and the producers chose Yokohama to be its partner, having highly evaluated it in various respects, including the image of the "YOKOHAMA" brand and its global promotional strategy, as well as the creative and aggressive tread design of the tires themselves. The "Mach 5" fitted with YOKOHAMA tires was shown to the international media for the first time at a press conference on May 31, 2007, to announce production in Berlin.



Technological star of the film, the car named "Mach 5"



Fitted with YOKOHAMA tires

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*Speed Racer* is a live-action film based on the Japanese animation series “Mach Go Go Go,” popular in the U.S. when it aired there in the 1960s. The production team from the *Matrix* movies has been working on the film. In addition to exciting young stars Emile Hirsch and Christina Ricci, Matthew Fox, star of the hit TV series “Lost,” and popular Korean singer and actor Rain (Ji-Hoon JUNG) will also appear. The cast includes Hiroyuki Sanada from Japan.