

NEWS FROM FIRESTONE

October 8, 2004

For Immediate Release

Firestone TPO Manufacturing Plants

Firestone Expanding TPO Capabilities, Phasing Out PVC

CARMEL, Ind. – Firestone Building Products recently unveiled plans to expand Thermoplastic polyolefin (TPO) manufacturing capabilities to better serve the commercial roofing market in the Southern and Western United States. The company is currently reviewing sites for a second Firestone UltraPly™ TPO plant, which will bring the manufacturer's total TPO membrane production lines to three. In addition, TPO inventories at existing facilities will be expanded to better meet growing regional demand and ensure job site delivery with minimal lead time. In conjunction with increased TPO manufacturing and distribution, Firestone will phase out PVC offerings by mid-year 2005.

“Because energy efficiency is an increasingly critical issue in the Southern and Western regions, Firestone is committed to fulfilling customer demand for heat-reflective roofing systems that reduce air conditioning costs and offer numerous long-term advantages,” said Michael Gorey, president of Firestone Building Products and CEO of BFS Diversified Products, L.L.C. “Having gained broad industry acceptance for its many performance and installation advantages, we feel TPO is the future direction of thermoplastic roofing materials. In addition, TPO supports our overall company strategy to

- more -

Firestone TPO Manufacturing Plants (Page 2 of 3)

manufacture environmentally responsible commercial roofing products.”

Firestone’s history with TPO polymers dates back more than 20 years. Firestone UltraPly TPO combines outstanding field performance and ultraviolet (UV) resistance with labor-saving, wide panels and user-friendly seaming technology. UltraPly TPO does not experience the harmful effects of plasticizer migration or contain environmentally damaging halogens.

With these new initiatives, Firestone strengthens its position as the only company in the low-slope commercial roofing industry with capabilities to manufacture quality roofing systems for every major market. Plant and distribution center enhancements by Firestone within the past two years include: acquiring and expanding the TPO facility in Wellford, S.C.; opening new polyiso insulation plants in Aurora, Colo. and Corsicana, Texas; increasing storage capacity at polyiso insulation plants in Salt Lake City, Utah and Jacksonville, Fla.; and opening a new West Coast distribution center in Stockton, Calif.

Firestone operates 13 manufacturing facilities in North America. Firestone Building Products Company is a division of BFS Diversified Products, L.L.C., a subsidiary of Bridgestone Americas Holding, Inc., whose parent company, Bridgestone Corporation, is the world’s largest tire and rubber company.

Based in Carmel, Ind., Firestone Building Products is a leading manufacturer of single-ply, thermoplastic and asphalt-based roofing systems, polyiso insulation and accessories for the commercial roofing industry. Visit the company’s Web site at www.firestonebpco.com.

###

(Editors: For more information, please contact Christine Reppert, Firestone Building Products, at 1-800-428-4442, ext. 7178; or Amy Bluhm, Gibbs & Soell Public Relations, at (847) 519-9150, ext. 114.)



Image Caption

Firestone Building Products operates a nationwide network of 13 state-of-the-art manufacturing plants and five distribution centers/warehouse locations. The company will soon add a second TPO facility to its portfolio of plants producing single-ply and asphalt-based roofing membranes, polyiso insulation, and a full line of roofing accessories.