



## **Bridgestone Open Winner to participate in World Golf Championships-Bridgestone Invitational**

Bridgestone Corporation has announced that it had reached an agreement with the PGA TOUR(\*1) and the International Federation of PGA Tours(\*2) that the winner of the Bridgestone Open Golf Tournament to be held in Japan from October 22 to 25, 2009, will be eligible to compete in the 2010 World Golf Championships-Bridgestone Invitational(\*3).

The Bridgestone Invitational is one of four events in the World Golf Championship series. Golfers invited to compete in this international golf tournament represent the world's highest ranked players and a few chosen tournament winners from a limited number of worldwide tours(\*3). The tournament is held each year at the Firestone Country Club in Akron, Ohio, U.S.A. Tiger Woods walked away with the 2009 Bridgestone Invitational trophy; this most recent victory at the legendary Firestone Country Club is the seventh time that he has won the tournament. The 2010 Bridgestone Invitational will be held from August 5 to 8.

The Bridgestone Open is held at the Sodegaura Country Club in Chiba Prefecture, and this year will mark the tournament's 38th year. Each year, the winner of the Bridgestone Open Tournament will be eligible to compete in the following year's Bridgestone Invitational.

Bridgestone Corporation, which began manufacturing golf balls in 1935, has a long and successful history in the world of sports. Bridgestone Sports Co., Ltd., was established in 1972 with an emphasis on sales of golf goods in the Japanese market. Bridgestone Sports entered the U.S. market in 1983 and sells its products under the *Precept* and *Bridgestone Golf* brand names.

### **Overview of the Bridgestone Open Tournament 2009**

1. Dates: Qualifying Rounds: October 22-23, 2009  
Final Rounds: October 24-25, 2009
2. Course: Sodegaura Country Club (Sodegaura Course)  
567 Heta-cho, Midori-ku, Chiba-shi, Chiba (Tel: +81-43-291-1111)
3. Purse: ¥150 million (First place: ¥30 million)
4. Official site: <http://www.bs-open.com/> \*Japanese language only

\*1. PGA TOUR:

The PGA TOUR is a tax-exempt membership organization of professional golfers. Its primary purpose is to expand the PGA TOUR domestically and internationally so as to substantially

increase player financial benefits while maintaining our commitment to growth in charity and integrity to the game.

In 2009, the PGA TOUR, Champions Tour and Nationwide Tour together are competing in 100 events offering more than \$350 million in prize money. Tournaments will be held in 10 countries outside the U.S. and in 35 states.

In addition to providing competitive opportunities for its membership, TOUR events also generate significant funds for local charities. In fact, the three Tours have surpassed the \$1 billion mark in overall charitable contributions. The PGA TOUR's web site address is [www.pgatour.com](http://www.pgatour.com) and the company is headquartered in Ponte Vedra Beach, FL.

**\*2. International Federation of PGA Tours/WGC: World Golf Championships**

The International Federation of PGA Tours was formed in 1996 by golf's five world governing bodies – the European Tour, Japan Golf Tour Organization, PGA TOUR, PGA Tour of Australasia and Sunshine Tour (South Africa) with the purpose of providing a forum for the world's professional golf organizations to discuss issues of mutual importance and, together, develop and promote the game of golf on a global basis. The Asian Tour joined the Federation in November 1999. As part of its mission, the Federation initiated the World Golf Championships in 1999. The Federation was expanded in June 2009 and now includes the Asian Tour, European Tour, Japan Golf Tour, PGA TOUR, PGA Tour of Australasia, Sunshine Tour, China Golf Association, Korea Professional Golf Tour Corp., Professional Golf Tour of India, LPGA Tour, Ladies European Tour, Australian Ladies Professional Golf Tour, Japan LPGA, Korean LPGA and the Ladies Asian Golf Tour.

**\*3. 2010 Bridgestone Invitational Eligibility Requirements**

Players ranked among the top 50 on the Official World Golf Rankings as of July 26, 2010

Players ranked among the top 50 on the Official World Golf Rankings as of August 2, 2010

Playing members of the 2009 United States and International Presidents Cup teams

Playing members of the 2008 United States and European Ryder Cup teams

Tournament winners of worldwide events since the 2009 Bridgestone Invitational with an Official World Golf Ranking Strength of Field Rating of 115 points or more

Winners of the following tournaments

2009 Bridgestone Open on the Japan Golf Tour

2010 UBS Japan Golf Tour Championship Shishido Hills (Japan Golf Tour)

2009 Australian PGA Championship (PGA Tour of Australasia)

2010 Vodacom Championship (Sunshine Tour)

2009 Volvo Masters of Asia (Asian Tour)

***About Bridgestone:***

*Bridgestone Corporation, headquartered in Tokyo, is the world's largest tire and rubber company. In addition to tires for use in a wide variety of applications, it manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.*

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**For More Information please contact:**

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