

PRESS INFORMATION

JAMESTOWN YOUTH LEAGUE WINS BIG THIS SEASON WITH DONATIONS FROM THE MICHELIN SOCCER PROGRAM AND BAITY TIRE SERVICE

(GREENSBORO – September 5, 2012) — Kicking off the 2012 soccer season, the Michelin Soccer Program is coming to local communities in support of youth soccer. Beginning September 15, 2012, families of Jamestown Youth League will receive certificates to be redeemed for a free, high-quality, four-ply soccer ball (official size and weight) while supplies last at Baity Tire Service. The certificate entitles each family to one free soccer ball from the participating tire dealer and includes an exclusive rebate for a future tire purchase.

After the 30-day program period, Jamestown Youth League will receive \$2 on behalf of Michelin and Baity Tire Service for every MICHELIN® tire sold to the general public. Donations can be used to purchase items such as new soccer equipment, uniforms, and entry fees for local soccer tournaments.

“Making a difference in our community and supporting our youth is so important to us,” said Tripp Barksdale of Baity Tire Service. “We look forward to connecting with players and families from Jamestown Youth League when they come in for their free soccer ball.”

“The nationwide Michelin Soccer Program provides a unique way for our dealers to connect with their community, while igniting the spirits of players and families committed to youth soccer, said Don Byrd, vice president of Marketing for Michelin Americas Small Tires. “It is especially rewarding to know that through the program, we are able to provide more families the opportunity to participate in the sport, while enhancing our community involvement.”

Soccer is easily the fastest growing youth sport. This fall, over 1,300 dealers and soccer leagues are partnered up with plans to donate nearly 200,000 soccer balls to youth soccer players in their local communities.

To learn more about the Michelin Soccer Program, visit www.michelinsoccer.com/?league_overview. To find out more about Baity Tire Service, contact Tripp Barksdale, 336-855-3333, at 2406 Merritt Dr in Greensboro or visit www.baitytire.com.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and

motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22, 200 and operates 18 major manufacturing plants in 16 locations.

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For more information, visit www.live.michelinmedia.com or contact:

Lynne Fowler
Michelin North America
phone: 1 864 458 6365
lynne.fowler@us.michelin.com

Tarah Jakubiak
Trone Brand Energy, Inc.
336-812-2027
tjakubiak@trone.com