

HERCULES TIRE USA

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NEWS RELEASE

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DATE: May 6, 2008

FOR IMMEDIATE RELEASE

Hercules Tire Opening new TDW (Tire Dealers Warehouse) in Bakersfield, California on July 1.

Hercules Tire will open its newest TDW (Tire Dealers' Warehouse) at 7600 District Boulevard in Bakersfield, California on July 1. The 8-acre facility is the company's fifth such expansion in less than two years.

"The TDW (Tire Dealers' Warehouse) division continues to grow within our organization and its footprint across the United States is evident," says Hercules President & CEO, Larry Seawell. With recent expansions in the Southeast, Pacific Northwest and now West Coast, this strategic business unit continues to flourish.

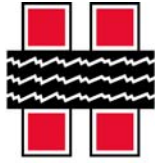
"The expansion into Bakersfield represents a gateway to the Central Valley for our tire distribution," says Mike Distel, President U.S. Tire Division. "Our brands have historically been very strong in this market. We pride ourselves on customer service and our new Bakersfield facility will enable us to respond faster to our dealers' needs," continues Distel.

TDW Bakersfield will offer the full spectrum of Hercules Tires, as well as tires from top manufacturers such as: Toyo, Kumho, Yokohama, Falken, Nexen, Federal, Denman, Super Express, Solideal, Mickey Thompson & Dick Cepek – just to name a few. "Independent tire dealers are very receptive to our approach as a one-stop-shopping resource, and there will be an additional focus on selling agricultural tires in this market" adds Robert Carnahan, TDW Regional General Manager.

Dan Drerup will serve as the Bakersfield TDW Branch Manager. Drerup previously served as General Manager for Wayco Retread Inc. in Santa Maria, California. Prior to that assignment, he worked in the Oliver Division of Cooper Tire and spent 16 years with the former Hercules Tread Rubber Division. "I'm pleased to be welcomed back into the Hercules family and am looking forward to serving the independent tire dealers of the Central Valley," says Drerup.

The new location will create 15-20 new jobs in Bakersfield. With roots back to 1987, the new TDW location will join existing California locations in Compton and Union City.

The Hercules Tire & Rubber Company headquartered in Findlay, Ohio, is a leading tire marketer of replacement tires in the USA, Canada and globally in more than 90 countries. Hercules offers an extensive selection in passenger, UHP, light truck, medium truck, trailer, off-the-road, industrial and specialty tires manufactured by its worldwide supplier network. Hercules has developed a strong reputation among its customers for its broad range of quality products, making the Hercules brand and its associate brands some of the most sought after proprietary brands in the industry. In addition, "Quality You Can Count On Since 1952"



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Hercules distributes over 20 leading national branded tire programs, and collectively offers over 10,000 skus.

Hercules operates regional wholesale warehouses in California, Texas, Illinois, Ohio, Florida, Oregon, Ontario, and New Brunswick, under the name TDW or Hercules Tire Canada.

Hercules operates on an international basis from warehouses in the USA, Canada and China under the name Hercules Tire International.

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THE HERCULES TIRE & RUBBER COMPANY