

CHRISTINE KARBOWIAK
EXECUTIVE VICE PRESIDENT
COMMUNITY AND CORPORATE RELATIONS



BRIDGESTONE AMERICAS, INC.
535 MARRIOTT DRIVE NASHVILLE, TN 37214

January 27, 2010

Mr. Evin M. Daly
CEO, AbuseWatch.net
590 SW 9th Terrace, Ste. 2
Pompano Beach, FL. 33069

Dear Mr. Daly:

Your recent correspondence to Mark A. Emkes regarding the choice of Pete Townshend and The Who for the Bridgestone Super Bowl Halftime Show has been forwarded to me for review and response. I thank you for sharing your opinions; we treat all correspondence directed to the company very seriously. In addition, Mr. Shoshi Arakawa, who you copied on your letter, has requested that we respond on his behalf as well.

We understand that Mr. Townshend admitted to a violation of the Protection of Children Act because he accessed a child abuse website in 1999 as part of a research project. From our understanding, he accepted a warning from police, since there'd been an offense of the Protection of Children Act, and cooperated with the authorities throughout the process.

We also know that Mr. Townshend has a long history of involvement with charity work, as well as being a champion of children's charities. This includes active work with The Who's Double O charity, which focuses on those who've been subjected to drug, alcohol, domestic and sexual abuse. The Who have been recognized by many as one of the world's greatest rock bands and have received numerous tributes, including the prestigious Kennedy Center Honors in December 2008.

The Super Bowl is watched by millions of people, and we remain supportive of the NFL's commitment to make sure the show is appropriate for all who watch it; we respect the NFL's right to choose the entertainment selected for the show. Again, I thank you for sharing your opinions with me and we will advise the NFL of this correspondence.

Sincerely,

A handwritten signature in cursive script that reads "Christine Karbowiak".

cc: Mr. Shoshi Arakawa
Bridgestone Corporation

Mr. Mark A. Emkes
Bridgestone Americas, Inc.