



HERCULES TIRE USA

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NEWS RELEASE

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FOR IMMEDIATE RELEASE

Hercules Tire Opening in Orlando June 1

Hercules Tire is opening its newest TDW (Tire Dealers Warehouse) at 2222 Diversified Way in Orlando, Florida. The 80,000 square foot facility will open June 1 and follows on the heels of recent expansions in Tampa and Medley in June, 2006. Once Orlando opens, Hercules will have 240,000 square feet of warehouse space dedicated to servicing Florida tire dealers.

The company previously indicated its plans to expand in the Southeast USA. “Orlando represents a logical next step in our expansion of our Florida footprint,” says Hercules President & CEO, Larry Seawell. “Hercules continues to actively explore growth opportunities in other regions of the USA, Canada and abroad” Seawell adds.

TDW offers dealers a one-stop-shopping resource for a broad range of Hercules tires, as well as top manufacturer brands in the market today. “The addition of the Orlando facility solidifies our growing strength in the Florida market and our dedication to serving dealers in the Southeast,” says Mike Distel, President of Hercules Tire USA. “This addition will allow us to move product efficiently to their doorsteps,” says Distel.

Mark Grodi will serve as the General Manager of the Orlando branch. The TDW approach to distribution is simple. “We are a supplier to our customers, not their competitor. The TDW product platform features competitive pricing and excellent customer service and will be a powerful resource to dealers in this region” says Grodi.

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, 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, 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