

## NEWS RELEASE

### HERCULES TIRE NAMES JOSHUA SIMPSON VICE PRESIDENT OF MARKETING

#### *FOR IMMEDIATE RELEASE*

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**Findlay, Ohio, October 10, 2007:** Hercules Tire & Rubber Company has announced today the appointment of Joshua Simpson to the position of Vice President of Marketing, effective immediately.

Simpson is responsible for developing product and marketing strategies for Hercules Tire private and associate brands while optimizing marketing actions among the corporate divisions both domestically and abroad.

Joshua Simpson joined Hercules Tire & Rubber in July of 2006 as the Director of Marketing. Prior to that, he worked for 10 years at Cooper Tire & Rubber Company where he held various positions of increasing responsibility and last served as Manager of Product Marketing.

Reporting to President and CEO, Lawrence Seawell, Simpson will work to identify and forecast demands, product procurement and introduction as well as developing marketing programs for the company's tire dealers. Simpson will have a strong focus on promoting the Hercules Tire brands globally.

"Josh's dedication and knowledge of the tire industry has prepared him well for this advanced challenge," says Larry Seawell, President and CEO of Hercules Tire.

Joshua earned his bachelor's degree in marketing from the University of Findlay, Findlay, Ohio.

He resides with his wife, Kelly, and their sons Jaycob and Justin in rural Bluffton, Ohio.

#### *About Hercules Tire & Rubber Company*

*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, Oregon, Ontario, and New Brunswick, under the name TDW (Tire Dealer's Warehouse) 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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