



PRESS RELEASE

PIRELLI TO INCREASE PRICING ON REPLACEMENT PASSENGER CAR & LIGHT TRUCK TIRES IN THE USA DUE TO ESCALATING RAW MATERIALS COSTS

New Prices Effective July 1, 2010

Milan, April 30, 2010 - Due to escalating raw material costs, Pirelli will increase prices 4% on all replacement passenger and light truck tires in the United States of America. This price increase will be effective on July 1, 2010.

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