

## NEWS

### COOPER TIRE KICKS OFF NATIONAL COLLEGIATE SPORTS SPONSORSHIP PROGRAM WITH AGGRESSIVE AD CAMPAIGN

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**FINDLAY, Ohio** – Cooper Tire & Rubber Company (NYSE: CTB) today announced that it will launch an aggressive national advertising and dealer marketing program in support of the company's agreements to sponsor a variety of varsity sports and championships in six of the country's most prestigious collegiate athletic conferences.

Through the sponsorships, Cooper becomes the Official Tire of the Southeastern (SEC), Big East, Big Ten, Big 12, Mountain West and Pacific-10 (Pac-10) Conferences, and will provide support for individual sports and conference championship events. Among the sports and championships sponsored will be football, basketball, baseball, softball, volleyball, track and field, soccer, swimming, field hockey, cross country, wrestling, gymnastics, tennis and golf.

The multi-year program includes advertising, merchandising, promotional and media rights to each of the sponsored conferences, as well as selected hospitality and special event packages for conference events and championships.

To launch the program, Cooper Tire has created two new collegiate sports-themed television advertisements that will begin airing this fall during college sports broadcasts.

Using college football and basketball as backdrops, the TV spots salute the training and intensity necessary to excel in college sports while taking a humorous look at how Cooper Tire might contribute. The spots will be available for use by independent Cooper dealers in addition to the company's regional buys.

Cooper Tire dealers will have access to new 30-second and 60-second radio spots as well. Like the television ads, the radio campaign reinforces Cooper's tie to collegiate athletics.

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"College sports challenge student-athletes to learn, to grow and to compete in a demanding environment against tough opponents," said Cooper Tire Vice President of Advertising and Communication Patricia J. Brown. "At Cooper Tire, we understand that challenge all too well. Our team of associates and dealers is pushed to excel in a similar way every day. This program is a perfect fit for our corporate philosophy."

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"The geographic coverage represented by these conferences and the passionate loyalty of their alumni and fans were very attractive to us," said Brown. "This program provides excellent opportunities for our dealers to implement targeted consumer and business-to-business marketing programs in key sales territories."

"The NCAA has benefited significantly from the many contributions that corporate America provides to our programs, events, schools/conferences and student-athletes," said National Collegiate Athletic Association (NCAA) Director of Corporate Marketing David Knopp. "The program Cooper Tire is initiating with six of our member conference is an appreciated example of these relationships."

Cooper's support of college athletics is part of an extensive national sports sponsorship program that includes associations with the Professional Golf Association's (PGA) Bay Hill Invitational and legendary golfer Arnold Palmer.

Cooper Tire is one of the fastest growing tire companies and is a major supplier to the world tire replacement market. Specializing in the manufacture of replacement tires for the automotive aftermarket industry, Cooper as a national brand is sold only through a network of dealers and distributors in more than 100 countries. Cooper also is one of the largest private label tire suppliers to the North American replacement market.

Cooper Tire & Rubber Company is headquartered in Findlay, Ohio, and specializes in the manufacture and marketing of automotive products. Products for Cooper's tire group include automotive, motorcycle and truck tires, inner tubes, tread rubber and equipment. In the automotive group, Cooper is an original equipment supplier of sealing, trim, NVH control systems and fluid handling systems for the automotive industry in North America, Europe, Australia and South America. Cooper has more than 20,000 employees and 55 manufacturing facilities in 13 countries. For more information, visit the Company's web site at: [www.coopertire.com](http://www.coopertire.com).

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