

NEWS RELEASE

HERCULES TIRE ANNOUNCES NEW MANAGING DIRECTOR OF COMMERCIAL BUSINESS DEVELOPMENT

FOR IMMEDIATE RELEASE

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Kitchener, Ontario, Canada, September 7, 2007: Hercules Tire International announces Minoo Mehta as the new Managing Director of Commercial Business Development. Mehta will take the lead on growing truck tire sales for the International Tire Division.

Mehta's other responsibilities include developing an international marketing group for established and new sales markets while identifying potential world-wide supplier relationships.

"Working with an outstanding company like Hercules Tire is a perfect fit for me," says Mehta. "Hercules Tire has an incredible future ahead of it and I look forward to ensuring that truck tire sales are a big part of that growth," Mehta continues.

"Minoo's dedication to the tire industry and outstanding reputation for product development makes him an easy choice," says Joe Recchia, President of Hercules Tire International. "Minoo has a stunning track record of sales behind him and we are confident he will bring about a rapid development of our worldwide truck tire market," says Recchia.

"I'm placing a special focus on developing business opportunities in India. There is a tremendous potential for expansion there," says Mehta.

Mehta most recently served as President and CEO of J.P. Morgan Tire Holding Company which he originally founded as OM International Training Inc. Prior to that endeavour, he worked for J.K. Tyre, which produced tires with technical collaboration from General Tire. Mehta has also completed executive training with the DCM group.

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 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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