



MAGIC SOCCER CLUB KICKS OFF SEASON WITH DONATION AND EQUIPMENT FROM UNIROYAL® TIRE AND WEST TOWN MONONA TIRE

MADISON, Wis. — (August 30, 2010) — With the 10th anniversary under its belt, the Uniroyal® Soccer Program is continuing to support local soccer across the nation. Starting September 7, players of Magic Soccer Club will receive certificates that can be redeemed for a free soccer ball at West Town Monona Tire, while supplies last. After the 30-day program period, Magic Soccer Club will receive \$2 for every Uniroyal® tire sold to the general public on behalf of Uniroyal® Tire and West Town Monona Tire.

Since the program's inception in 2000, the Uniroyal Soccer Program has provided nearly \$13 million in funds and equipment in excess of one million soccer balls, to more than 3,000 youth soccer programs across the U.S. and Canada. As a continuation of the 10th anniversary, Uniroyal® Tire will be giving away a soccer ball every day in 2010. For more information, please visit the website at www.UniroyalTires.com.

"Giving back to our local community in such a unique way is phenomenal," said Gary Pivotto of West Town Monona Tire. "We look forward to connecting with players and parents from Magic Soccer Club when they come in for their free soccer ball."

"We are thankful we can provide such a distinct program for our dealers to be able to get involved in their communities," said Ashley Ramos, Uniroyal® Tire communications manager. "Soccer leagues depend on donations from partners like West Town Monona Tire and we are proud to facilitate that partnership."

To continue Uniroyal's involvement in the soccer community, soccer fans will have the opportunity to become the official designer of the 2011 soccer ball in the Uniroyal Soccer Ball Design Challenge. The grand prize includes a \$1,000 check, a set of Uniroyal® tires, a \$500 car service gift certificate, 50 soccer balls featuring the winner's design, an Apple® iPad™ and more. Interested participants should visit www.UniroyalTires.com/soccerballdesignchallenge beginning July 1 for details.

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, minivans and sport utility vehicles. Dating back to 1892, Uniroyal® Tire has developed a reputation for providing high-quality, affordable tires including its Tiger Paw® and Laredo® series. Uniroyal® tires offer just the right combination of dependability, traction and grip in almost every weather condition, and come with one of the industry's leading warranties.

For the latest information about the Uniroyal Soccer Program and Uniroyal® Tires, visit the brand's website at www.UniroyalTires.com and find Uniroyal on Facebook at www.facebook.com/UniroyalSoccer.

To learn more about West Town Monona Tire please call Gary Pivotto, (608) 833-1735 at 453 S Gammon Road in Madison, or visit www.WESTTOWNMONONATIRE.com.

Media Contacts: Pilar Viatela
Public Relations, Trone
336-819-6914
pviatela@trone.com

Nadine Lussier
Uniroyal Public Relations Manager
450-978-4766 (office)
514-912-1849 (mobile)
nadine.lussier@ca.michelin.com