

PRESS INFORMATION

THE MICHELIN SOCCER PROGRAM UNITES SINGING RIVER SOCCER CLUB AND DELTA WORLD TIRE CO. OF N.O. INC. TO SUPPORT YOUTH SOCCER

Pascagoula, MS (August 27, 2013) — Today, Singing River Soccer Club and Delta World Tire Co. of N.O. Inc. have teamed up as part of an ongoing effort to support local youth soccer through the Michelin Soccer Program. Delta World Tire Co. of N.O. Inc. is one of a select number of tire dealers nationwide participating in the Michelin Soccer Program. Now in its 15th year, the Michelin Soccer program is designed to help local tire dealers give back to their communities by raising funds and providing equipment to local youth soccer organizations.

Available now, members of the Singing River Soccer Club youth soccer organization are eligible to receive a certificate redeemable for a free soccer ball at Delta World Tire Co. of N.O. Inc.; no purchase is necessary. The certificate is also redeemable for tire discounts and store promotions. For every MICHELIN[®] tire sold during the 30-day promotional period, Singing River Soccer Club will receive a \$2 donation.

Since the program's inception, Michelin has donated more than \$17 million in dollars and equipment to youth soccer organizations across the country. In addition to handing out equipment to participating leagues, Michelin and its participating dealers also make cash donations to the leagues based on the number of Michelin tires sold. The funds are often used to offset maintenance costs of the field, provide gear and uniforms for the team or assist with enrolling children in youth soccer programs.

"The Michelin Soccer program is an extension of our mission to provide drivers with quality, safe tires so they can continue to travel to the soccer field and enjoy the sport," said Jason Strand, Michelin marketing manager. "Whether on the field or on the road, we've got you covered."

In addition, families from the Singing River Soccer Club who participate in the Michelin Soccer Program are eligible to receive tire discounts on the purchase of a set of four new MICHELIN tires during the promotional period of September 9, 2013 to October 9, 2013.

To learn more about the Michelin Soccer Program, visit MichelinMan.com. To find out more about Delta World Tire Co. of N.O. Inc. contact Megg Lamb, 228-762-4287, at 2011 Denny Ave. in Pascagoula or visit www.deltaworldtire.com.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22,000 and operates 18 major manufacturing plants in 16 locations.

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