

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF KENTUCKY
LOUISVILLE DIVISION

SHAMROCK MARKETING, INC. ,

PLAINTIFF

V.

BRIDGESTONE BANDAG, LLC,

DEFENDANT.

CIVIL ACTION NO. 3:10-CV-74-H

BRIDGESTONE BANDAG, LLC'S RULE 26(a)(1) DISCLOSURES

The defendant, Bridgestone Bandag, LLC ("Bridgestone Bandag"), for its disclosures under Federal Rule of Civil Procedure 26(a)(1), states as follows:

Rule 26(a)(1)(A)(i) - The name, address, and telephone number of each individual likely to have discoverable information, and the subject of that information, that Bridgestone Bandag may use to support its defenses:

Scott A. Damon, V.P. Marketing, Bridgestone Commercial Solutions Group, 535 Marriott Drive, Nashville TN, telephone: (615) 937-1130. Mr. Damon may have discoverable information concerning price increases of precured tread rubber in 2007 and thereafter; the creation, objectives, benefits and implementation of the Q Fund; communications with its franchisees concerning Q Fund; Bridgestone Bandag's sale of precured tread rubber to its franchisees; the market, product offerings, competition and competitors for the production, sale and purchase of precured tread rubber; the market, competition and competitors for the production, sale and purchase of replacement tires for medium and heavy trucks; Bridgestone Bandag's manufacture and sale of curing envelopes; and the curing envelope markets and competitors.

Clay M. Timmons, Manager Global Dealer Systems, Bridgestone Commercial Solutions Group, 6500 49th Street South, Muscatine, Iowa 52761-5886; telephone: (563) 262-1376. Mr. Timmons may have discoverable information concerning price increases of precured tread rubber in 2007 and thereafter; Bridgestone Bandag's sale of precured tread rubber to its franchisees; the creation, objectives, benefits and implementation of the Q Fund; Bridgestone Bandag's franchise agreements as they relate to materials and specifications; Bridgestone Bandag manuals and specifications for Bridgestone Bandag products,

materials, equipment and processes; Bridgestone Bandag's manufacture and sale of curing envelopes; the curing envelope markets, product offerings, pricing and competitors.

Matthew S. Schnedler, Retread Product Marketing Manager, Bridgestone Commercial Solutions Group, 6500 49th Street South, Muscatine, Iowa 52761-5886; telephone: (563) 262-6512. Mr. Schnedler may have discoverable information concerning price increases of precured tread rubber; Bridgestone Bandag's manufacture and sale of precured tread rubber to its franchisees; the market, product offerings, competition and competitors for the production, sale and purchase of precured tread rubber; the market, product offerings, competition and competitors for the production, sale and purchase of replacement tires for medium and heavy trucks.

Kurt Danielson, President, Bridgestone Commercial Solutions Group, 535 Marriott Drive, Nashville TN, telephone: (615) 937-1000. Mr. Danielson may have discoverable information concerning the market, product offerings, competition and competitors for the production, sale and purchase of replacement tires for medium and heavy trucks; the market, product offerings, competition and competitors for the production, sale and purchase of precured tread rubber; and communications with franchisees concerning Franchise Agreements.

Doyle Bradford, V.P. Sales Replacement Tires, Bridgestone Commercial Solutions Group, 535 Marriott Drive, Nashville TN, telephone: (615) 937-3280. Mr. Bradford may have discoverable information concerning the market, product offerings, competition and competitors for the production, sale and purchase of replacement tires for medium and heavy trucks; the market, product offerings, competition and competitors for the production, sale and purchase of precured tread rubber; and communications with franchisees concerning Franchise Agreements.

Brian Cunningham, Zone Director, East, Bridgestone Commercial Solutions Group, 535 Marriott Drive, Nashville TN, telephone: (615) 937-1000. Mr. Bradford may have discoverable information concerning Bridgestone Bandag's sales of precured tread rubber and ancillary retreading products to franchisees; and information concerning the benefits and implementation of the Q Fund.

Timothy T. Chen, 2422 E. River Drive, Davenport, IA 52803, telephone: 563-344-4939, former V.P., Marketing, Bridgestone Bandag Tire Solutions. Mr. Chen may have discoverable information concerning price increases of precured tread rubber from 2007 through 2010; the creation, objectives, benefits and implementation of the Q Fund; Bridgestone Bandag's commercial dealings with its franchisees and its franchise agreements with the franchisees; and communications with Shamrock Marketing, Inc.

Rule 26(a)(1)(A)(ii) - A copy of, or description by category and location of, all documents, data compilations, and tangible things that are in the possession, custody, or control of Bridgestone Bandag that it may use to support its defenses:

CATEGORIES

1. Documents pertaining to the market, product offerings, competition and competitors for the production, sale and purchase of precured tread rubber.
2. Documents pertaining to the market, product offerings, competition and competitors for the production, sale and purchase of new and retreaded replacement tires for medium and heavy trucks.
3. Documents pertaining to the market, product offerings, competition and competitors for the production, sale and purchase of curing envelopes.
4. Bridgestone Bandag's franchise agreements and franchise disclosures.
5. Shamrock Marketing, Inc. communications with Bridgestone Bandag, Bridgestone Bandag franchisees and others in the replacement tire industry.
6. Documents pertaining to the creation, operation and benefits of Q Fund.
7. Bridgestone Bandag communications with and concerning Bridgestone Bandag franchisees.

LOCATION OF DOCUMENTS

Certain of the documents pertaining to each of the categories identified above will be provided on a compact disc in *.pdf* format.

The remaining documents pertaining to the categories identified above are located in electronic form in the possession of Bridgestone Bandag. Once those documents have been reviewed by counsel, relevant and non-privileged documents will be made available to Shamrock Marketing, Inc. on a "rolling" basis in *.tiff* format.

Bridgestone Bandag will supplement its Rule 26(a)(1) disclosures, if necessary, pursuant to Rule 26(e) of the Federal Rules of Civil Procedure and any applicable scheduling orders.

/s/ Philip W. Collier

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CERTIFICATE OF SERVICE

I hereby certify that on this 15th day of July, 2011, a true and correct copy of the foregoing First Amended Answer was filed with the Western District of Kentucky CM/ECF system, which will send electronic notice of filing to:

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/s/ Philip W. Collier
