

## **Cooper Tire Enters into Exclusive Agreement with Tire Group International to Distribute Mastercraft Brand in Central America and Caribbean**

The Associated Press

FINDLAY, OHIO, JULY 26, 2012 - Cooper Tire & Rubber Company (NYSE:CTB) today announced it has reached a two-year, exclusive agreement with Tire Group International (TGI) to distribute Mastercraft brand tires throughout Central America and the Caribbean. As part of the agreement, which runs through December 2014, TGI will also provide marketing and sales support for Mastercraft in the form of product promotions and dealer training.

"We are excited to bring TGI's expertise and reach to the Mastercraft distribution network in these important markets," said Phil Caris, Vice President of Sales for Cooper. "This new distribution agreement is a natural extension of our existing relationship with TGI. With their base in Miami and knowledge of Central America and the Caribbean, TGI is well positioned to provide existing and future customers an opportunity to expand market share with Mastercraft in these regions."

Orlando Delgado, Senior Vice President of Sales and Marketing for Tire Group International, added, "TGI has a longstanding and successful alliance with Cooper Tire. Our entire organization is excited about the opportunity to grow the premium Mastercraft brand throughout the region."

TGI will also be a fill-in distributor for the Cooper brand in the Caribbean, allowing customers in the region who currently buy direct from Cooper the benefit of a quick source of supply when required.

About Cooper Tire & Rubber Company Cooper Tire & Rubber Company (Cooper) is the parent company of a global family of companies that specialize in the design, manufacture, marketing, and sales of passenger car and light truck tires. Cooper has joint ventures, affiliates and subsidiaries that also specialize in medium truck, motorcycle and racing tires. Cooper's headquarters is in Findlay, Ohio, with manufacturing, sales, distribution, technical and design facilities within its family of companies located in 11 countries around the world. For more information on Cooper, visit [www.coopertire.com](http://www.coopertire.com), [www.facebook.com/coopertire](http://www.facebook.com/coopertire) or [www.twitter.com/coopertire](http://www.twitter.com/coopertire).

About Tire Group International Enhanced by its partnership with Transportation Resources Partners (TRP) and its affiliates, the Penske Corporation ([www.penske.com](http://www.penske.com)) and McLarty Associates ([www.maglobal.com](http://www.maglobal.com)), a leading international strategic advisory firm, Tire Group International, LLC ([www.tiregroup.com](http://www.tiregroup.com)) has positioned itself as one of the leading organizations in the worldwide wholesale distribution of tires as well as South Florida's largest independent tire wholesaler. TGI carries more than 40 brands of tires, covering the

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entire spectrum of the tire industry. TGI also distributes its own private labels, including Astro, Cosmo, Industar, Luna and Orion; and represents many other brands. TGI also carries several brands of tubes and various lines of automotive products. Besides TGI's large inventory, it also has access to millions of tires worldwide, ready for direct shipment to any destination. For more information, please visit [www.tiregroup.com](http://www.tiregroup.com).

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