



ALLIANCE, N.Y. — (September 26, 2011) — The Uniroyal Soccer Program is 12 years strong and rolling forward this season with more dealers participating every year. Starting October 3, 2011 families of Pamlico County Parks and Recreation Youth Soccer will receive certificates that can be redeemed for a free soccer ball at Hardison Tire Co., while supplies last. After the 30-day program period, Pamlico County Parks and Recreation Youth Soccer will receive \$2 for every Uniroyal® tire sold to the general public on behalf of Uniroyal and Hardison Tire Co..

Since the program's inception in 2000, the Uniroyal Soccer Program has provided nearly \$14 million in funds and equipment, including over one million soccer balls, to more than 3,000 youth soccer leagues across the United States.

"Contributing to our local community and supporting our youth is so important to us," said Barry Hardison of Hardison Tire Co.. "We look forward to connecting with players and families from Pamlico County Parks and Recreation Youth Soccer when they come in for their free soccer ball."

"It is an honor to provide such a distinct program for our dealers to stay involved in their communities," said Ana Martin, Uniroyal Communications Manager. "Soccer leagues depend on donations from partners like Hardison Tire Co., and we are pleased to facilitate that relationship."

Uniroyal announces the introduction of the new Laredo® Cross Country Tour tire. Launched August 1, 2011, this affordable tire is designed specifically for CUVs, SUVs and light trucks. It offers the perfect combination of durability, long-lasting wear, all-season performance and a 60,000-Mile Manufacturers Limited Warranty.

To learn more about Uniroyal tires, Uniroyal and its community initiatives, visit www.UniroyalTires.com. You can also find us on Facebook at www.facebook.com/UniroyalSoccer. To find out more about Hardison Tire Co., contact Barry Hardison at 252.745.4161; 13504 Highway 55 in Alliance.

ABOUT UNIROYAL

Uniroyal® Tire is one of the world's leading tire brands for passenger and commercial cars, pick-ups, light trucks, mini vans 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.

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