



**UNIROYAL TIRE AND MATLOCK TIRE SERVICE
ARE DRIVING GOALS HOME WITH THE AYSO REGION 128**

KNOXVILLE, TN – September 21, 2007 – It's that time of year again for local children to participate in America's fastest growing youth sport, soccer, and Uniroyal Tire and Matlock Tire Service are teaming up to help make it a successful season. Children and their parents associated with AYSO Region 128 will be visiting Matlock Tire Service for a free soccer ball, and the league will receive a donation as part of Uniroyal's national youth soccer program.

Players will receive a certificate redeemable for their soccer ball at Matlock Tire Service beginning July 27, 2007 (while supplies last). Additionally, Uniroyal and Matlock Tire Service will present the local league with a cash donation of \$2 for every Uniroyal® tire sold to the general public from July 27 to August 26, 2007. AYSO Region 128 is one of numerous youth soccer leagues and clubs across America to receive support from Uniroyal and its tire dealers. Since the program launched in 2000, Uniroyal and its dealers have donated more than \$10 million in funds and equipment, including a total of 735,500 soccer balls.

Additionally, local soccer parents can also enter the Uniroyal "Win a Free Soccer Season Sweepstakes." The 2007 grand prize winner will receive free soccer registration for next year's season, a full set of tires, free gas for the season and complimentary automotive services at the local tire dealer. Uniroyal will also award the grand prize winner's league \$1,000 for equipment and scholarships. Monthly first prize winners will receive free gas for the season. Parents (ages 18 and older) can enter at www.uniroyal.com/sweeps or by clicking the sweepstakes banner on their participating soccer league's Web site between August 1 and November 30.

"We are thrilled to be launching our 8th consecutive year of supporting youth soccer at the grassroots level across America," said Kaz Holley, Uniroyal® brand marketing director. "It's very gratifying to work with our community-minded dealers like Matlock Tire Service to promote a sport that has such a positive impact on children and their families. We applaud AYSO Region 128 for the fine work they do in the community."

Supporting positive activities for children is an ongoing initiative for Uniroyal Tire, 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.

To learn more about Uniroyal and its community initiatives, visit the Uniroyal Web site at www.uniroyal.com. To find out more about Matlock Tire Service, contact Marvin Stanley, (865) 966-0425, at 10730 Kingston Pike in Knoxville .

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