

For Immediate Release

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CFNA Celebrates 50th Anniversary with Special Events

- **CFNA business and teammates celebrate CFNA's 50th Anniversary**
- **CFNA has supported our community for 50 years, including as an active supporter of Bridgestone, Automotive Merchants, and a Mastercard campaign**

Brook Park, Ohio (October 16, 2025) – CFNA is celebrating 50 years of credit solutions throughout 2025 and commemorated this important and special milestone with a two-day celebration earlier this summer.

CFNA History

In 1975, CFNA centralized credit solutions for Firestone retail locations. Prior to 1975, stores maintained their own credit accounts on ledgers. Just over ten years later, Bridgestone acquired CFNA in 1988. In 1993, CFNA reached another critical business milestone when it was chartered as a national private label credit card bank.

Anniversary Celebration and Engagement WINS

Events honoring CFNA's Golden Anniversary included the closing of a CFNA time capsule (to be opened in 50 years), a custom digital mosaic art piece highlighting CFNA's dedicated team, and a local bakery cake contest showcasing cakes designed around a banking, credit, or automotive theme. To engage local business in the Brook Park Ohio community, local bakeries were competing for a cash prize as well as a matching donation to their charity of choice.

The celebration concluded with an official ceremony featuring the dedication of a plaque and remarks from **Craig Schneider**, Chief Strategy Officer for Bridgestone West and Group President of Bridgestone West Retail; **Don Maier**, CFNA President; and Edward Orcutt, Brook Park, OH Mayor. Ceremony attendees included CFNA teammates, Bridgestone leadership, local government officials, top CFNA vendors, and representatives from our Community Reinvestment Act (CRA) non-profit organizations.

In honor of this occasion and its success as a community business partner, CFNA also received several local, state, and federal government proclamations, underscoring CFNA's contributions as a positive business partner in its community.

"I am privileged to be a part of this momentous business milestone celebrating our rich history and honoring the talented teammates that made it happen," said Don Maier, CFNA

President. "I look forward to CFNA's bright future continuing to serve our customers with quality credit services."

About CFNA

CFNA, a Bridgestone company, delivers trusted and powerful payment solutions to meet the mobility needs of business and daily life. You will find our credit cards issued throughout the country at Firestone Complete Auto Care, Wheel Works, Tires Plus retail locations and other independent auto tire and service providers— more than 10,000 merchants nationwide. With competitive interest rates, generous credit limits, loyalty benefits, and promotional financing, our nearly five million cardholders enjoy greater purchasing power and financial peace of mind.