



ANGELA BASSETT, HILL HARPER, TASHA SMITH HEADLINE "MY BLACK IS BEAUTIFUL" TOUR IN ATLANTA
P&G TOUR ENERGIZES NATIONAL CONVERSATION ABOUT AFRICAN AMERICAN BEAUTY

Cincinnati, OH (July 11, 2008) - Visitors to Lennox Square Mall on Saturday, July 19 will be treated to a sample of Procter & Gamble's (P&G) multi-city "My Black Is Beautiful" tour assets: complimentary beauty bar and spa services, from 10:00 a.m. to 8:00 p.m. at the mall, 3393 Peachtree Rd, NE. The event previews the tour's main event the following Saturday, July 26, at Puritan Mill, featuring movie stars Angela Bassett, Hill Harper and Tasha Smith, collegiate documentary filmmaker Kiri Davis ("A Girl Like Me"), and a free concert headlined by Kindred the Family Soul.

The "My Black Is Beautiful" main event- featuring beauty bars, makeover stations, massage, yoga, meditation, health pavilions, and fashion contests- will be from noon to 8 p.m. on Saturday June 26 at The Foundry at Puritan Mill, 916 Joseph E. Lowery Boulevard. Registration opens at 11 a.m. This event includes small group discussions on beauty, self-esteem, finance, and media topics, plus a panel discussion featuring Ms. Bassett, Mr. Harper, FOX5 anchor/reporter Deidre Dukes, and Fatin Dantzler and Aja Graydon, the husband and wife singing duo known as Kindred the Family Soul. Tasha Smith will moderate.

The "My Black Is Beautiful" program was designed to ignite and support a sustained national conversation by, for and about black women about African American beauty. Atlanta is the third stop on the tour, which launched in Chicago on June 14 and traveled to New Orleans for the Essence Music Festival during the Fourth of July weekend.

The "My Black is Beautiful" initiative created by African American women at P&G is a holistic, multi-brand movement designed to reinforce pride and stimulate a national conversation about African American women in popular culture. P&G brands Crest, Pantene® Pro-V® Relaxed & Natural, CoverGirl® Queen Collection, Olay® Definity, Always® and Tampax® are supporting the "My Black Is Beautiful" tour and movement. The "My Black Is Beautiful" tour also includes the release of a discussion guide to encourage women to facilitate conversation clusters in their own communities. Consumers can more learn about the campaign, the 2008 summer tour and can obtain the guide at www.myblackisbeautiful.com, select retail stores, and in national magazines.

"'My Black Is Beautiful' is a movement that will foster positive images that celebrate African-American women and empower all women of color to love the skin they are in and embrace their inner and outer beauty," said Kisha Mitchell Williams, P&G Multicultural Brand Manager. "Recognizing that beauty, self-confidence, and self esteem are connected the 'My Black Is Beautiful' tour was created to host conversations that inspire African-American women to reclaim their standard of beauty."

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Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun®. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.