



PROCTER & GAMBLE'S MY BLACK IS BEAUTIFUL TV SERIES
RETURNS TO BET NETWORKS MAY 2ND AT 1 P.M.

Cincinnati, OH (April 29, 2010) — Procter & Gamble (P&G) today announced that its successful My Black is Beautiful television series will return to BET Networks for a second season beginning May 2, 2010. Airing on Sundays at 1 p.m., the show is an extension of P&G's My Black is Beautiful campaign to celebrate black beauty and uplift the images of African-American women.

My Black is Beautiful is an energetic, interactive and informative series that celebrates the unique and dynamic qualities of the African-American woman. Hosted by actress Tasha Smith, singer Leela James, actress/comedian Kim Coles and television personality Alesha Renee, this six-episode, half-hour show will present a national forum for black women to talk about their most important beauty, health and quality-of-life issues. It also will provide advice and tips on fitness, health and wellness as well as fashion and pop culture trends.

"P&G is proud to bring 'My Black is Beautiful' back to BET Networks for a second season," said Kisha Mitchell Williams, P&G Multicultural Brand Manager. "My Black is Beautiful is bigger, bolder and packed with more information designed to inspire black women and promote healthy self-images. In our second season on BET, we tackle topics that enhance, enlighten and entertain women."

The inaugural episode of this season's My Black is Beautiful will pay homage to fashion and style icons as well as honor the 30th anniversary of the Black Barbie.

Later in the season, the My Black is Beautiful show teams with African-Ancestry.com to help a new mother trace her roots to Africa and provides a makeover based on her ancestry results; "Project Runway" finalist Kara Saun helps an aspiring designer realize her fashion dream; fitness expert Jeanette Jenkins demonstrates five easy exercises viewers can do at home or when traveling; and Cookie Johnson showcases her CJ by Cookie Johnson Jeans line.

"We are once again happy to partner with Procter & Gamble to bring the My Black is Beautiful movement and program to women through programming on BET Networks," said Alvin Bowles, Senior Vice President of Brand Solutions, BET Networks. "This season, our audiences can look forward to a phenomenal line-up of My Black is Beautiful experts, celebrities and style icons who speak candidly and straight from the heart on a variety of issues that concern women of color."

Segments of the six shows were taped on location during My Black is Beautiful Live stops in Atlanta, GA, Washington, D.C., and Los Angeles. During the 2010 My Black is Beautiful campaign, attendees were treated to makeovers, seminars, panel discussions and contests that provided the opportunity to express "Why My Black is Beautiful." The My Black is Beautiful campaign, created by a group of African-American women at P&G in 2006, aims to ignite and support a sustained national conversation by, for and about black women. The integrated, multi-brand initiative is supported by Crest® Pro-Health™, Pantene Pro-V® Relaxed & Natural, CoverGirl® Queen Collection, Olay® Definity, Always®, Tampax® and Beautiful Collection®.



About My Black is Beautiful

Procter & Gamble's My Black is Beautiful program was created to celebrate African-American beauty and to encourage black women and young girls to define and promote their own beauty standard. One of the goals of the My Black is Beautiful initiative is to inspire and encourage future generations to adopt a new mind-set for viewing themselves and uplift the way African-Americans are portrayed in society. The integrated, multibrand initiative is supported by Crest Pro-Health, Pantene®, CoverGirl Queen Collection, Olay Definity, Always and Tampax.

For more information about the My Black is Beautiful campaign, visit www.MyBlackisBeautiful.com. Join our Facebook® fan page or follow us on Twitter™ at <http://twitter.com/MBIBMovement>.

About Procter & Gamble

Four 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®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest, Oral-B®, Duracell®, Olay, Head & Shoulders®, Wella, Gillette®, Braun and Fusion®. The P&G community includes approximately 135,000 employees working in about 80 countries worldwide.

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