



FOR IMMEDIATE RELEASE:

**P&G's My Black Is Beautiful TV Series Celebrates  
Another Successful Season on BET Networks®**

Procter & Gamble's My Black is Beautiful Season 3 Tackled Key Issues Facing African-American Women with Insightful Guests, Clever Discussions and a Major Reveal of the Campaign's New Leading Faces

Cincinnati, OH December 13, 2010 — Procter & Gamble (P&G) (NYSE: PG) is proud to announce the success of yet another landmark season of the My Black is Beautiful Television Series on BET Networks. With its rave reviews and consistently growing audience, the show continued to deliver premium content that discussed and celebrated the diversity and beauty of African-American women.

The six-episode, half-hour series presented a national forum for black women to talk about their most important beauty, health and quality-of-life issues. The entertaining, interactive and informative series provided advice and tips on relationships and dating, health and wellness, finances and budgeting, as well as fashion and pop-culture trends.

Hosted by actress/comedian Kim Coles, Actress/TV personality Alesha Renee and Actress/TV Personality Vanessa Williams, the season opener investigated and sparked a discussion about why African-American women have so much anxiety when dealing with their hair. Subsequent episodes highlighted the "Dos and Don'ts" of catching — and keeping — "Mr. Right"; examined why so many African-American women are losing the battle of the bulge; and gave tips on how to dress for success and enjoy the finer things in life without breaking the bank.

Sunday's energetic season finale highlighted winter's hottest trends in beauty and style with the help of beloved celebrity fashion designer Korto Momolu. Later, the show revealed the greatly-anticipated results of the My Black is Beautiful national model search, unveiling the newest names and faces of the upcoming advertising campaign. With the help of P&G Multicultural Brand Manager, Kisha Mitchell-Williams and P&G Multicultural Assistant Brand Manager, Pamela Rhett, the six leading ladies were revealed to the world for the first time.

Recognizing that beauty and self-confidence are intrinsically linked, the My Black is Beautiful national model search sought to find women who embrace the campaign and represent the indomitable spirit, resilience and inspiration of African-American women's true collective beauty. These ladies were chosen from hundreds of women who individually auditioned during the 2010 "My Black is Beautiful LIVE" events in Atlanta, Houston and New York City. Two women were chosen from each city to lend their voice, image and likeness to the national advertising campaign. These ladies are Keisha Hull and Tiana Griggs from Atlanta, GA; Sandra Wyckoff and Dominique Alexis Warren from Houston, TX; and Tiffany Dixon and Yvette Coleman of New York City.

"My Black is Beautiful is such an essential movement that encourages and promotes self-confidence, female empowerment, and healthy living... and I am extremely proud to be a part of it," said Keisha Hull from Atlanta. "As one of the new faces of the campaign, I hope to encourage and inspire others to be healthy, kind and strong — inside and out!"

To watch all past episodes of season 3 or for more information on the My Black is Beautiful TV Series, please visit [www.myblackisbeautiful.com](http://www.myblackisbeautiful.com), join our Facebook® at [www.facebook.com/mbib](http://www.facebook.com/mbib) or follow us on Twitter™ at <http://twitter.com/MBIBMovement>

The My Black is Beautiful Movement is supported by Crest®, Pantene Pro-V®, CoverGirl® Queen Collection, Olay®, Always® and Secret®.



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## **About My Black is Beautiful**

The My Black is Beautiful initiative is a national movement established to celebrate African-American beauty and encourage black women and girls to define and promote their own beauty standard. One of the primary goals of the brand is to inspire future generations to adopt a new mindset in how they view themselves and uplift the way African American women are portrayed in mainstream culture. The integrated, multibrand initiative is supported by Crest<sup>®</sup> Pro-Health<sup>™</sup>, Pantene, CoverGirl Queen Collection, Olay and Always.

For more information about the My Black is Beautiful movement, please visit [www.myblackisbeautiful.com](http://www.myblackisbeautiful.com), "Like us" on Facebook at [www.facebook.com/mbib](http://www.facebook.com/mbib) 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<sup>®</sup>, Tide<sup>®</sup>, Ariel<sup>®</sup>, Always, Whisper<sup>®</sup>, Pantene, Mach3<sup>®</sup>, Bounty<sup>®</sup>, Dawn<sup>®</sup>, Gain<sup>®</sup>, Pringles<sup>®</sup>, Charmin<sup>®</sup>, Downy<sup>®</sup>, Lenor<sup>®</sup>, Iams<sup>®</sup>, Crest, Oral-B<sup>®</sup>, Duracell<sup>®</sup>, Olay, Head & Shoulders<sup>®</sup>, Wella<sup>®</sup>, Gillette<sup>®</sup>, Braun<sup>®</sup> and Fusion<sup>®</sup>. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit [www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.