



P&G'S "MY BLACK IS BEAUTIFUL" TOUR COMES TO CHARLOTTE  
WSOC-TV'S ERICA BRYANT, BOBCATS' LARITA BARBER AND WACHOVIA'S EMMA ALLEN TO RECEIVE AWARDS

Cincinnati, OH (July 11, 2008) — Procter & Gamble (P&G) celebrates the arrival of the summer's "My Black Is Beautiful" tour in Charlotte by presenting exemplary local women with its "My Black Is Beautiful Award" during a VIP reception from 5 p.m. to 7 p.m. on Friday, August 8 at the Westin Hotel, 601 South College Street.

The award recipients include WSOC-TV early morning and noon news show anchor Erica Bryant, Charlotte Bobcats' Senior Vice President for Community Relations for Bobcats Sports and Entertainment and President of the Bobcats Youth Foundation LaRita Luster Barber, and Wachovia Bank Vice President Emma Allen.

The awards reception launches the "My Black Is Beautiful" event on Saturday, August 9 at the Charlotte Merchandise Mart. The "My Black Is Beautiful" main event—featuring beauty bars, hair salon services, makeover stations, manicures, massage, yoga, meditation, health pavilions, and fashion contests—is from 11 a.m. to 7 p.m. on Saturday, August 9 at the Charlotte Merchandise mart. Admission, all beauty services and a concert headlined by Kindred the Family Soul, Christette Michele, and Raheem Devaughn are free.

The event also includes small group discussions on beauty, self-esteem, finance, and media topics, plus a panel discussion featuring Ms. Bryant, Ms. Haines, collegiate documentary filmmaker Kiri Davis ("A Girl Like Me"), and Fatin Dantzler and Aja Graydon, the husband and wife singing duo known as Kindred the Family Soul. "My Black Is Beautiful" tour host 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. Charlotte is the final stop on the tour, which launched in Chicago on June 14 and has attracted thousands of women in each city.

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](http://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."

#### About Procter & Gamble [NYSE: PG]

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