



PROCTER & GAMBLE'S MY BLACK IS BEAUTIFUL MULTI-CITY TOUR COMES TO "QUEEN CITY"
TO INSPIRE AFRICAN-AMERICAN WOMEN TO CELEBRATE THEIR UNIQUE BEAUTY

Celebrity Actress Tasha Smith and Panel of African-American Experts in Beauty,
Health and Entertainment Kick Off Second Annual Multi-City Tour

Cincinnati, OH (April 18, 2009) — Today, Procter & Gamble (P&G) launches the 2009 My Black is Beautiful multi-city tour, a free, interactive event designed to spark conversations about black beauty amongst African-American women and a nationally renowned team of celebrities and experts. The 2009 multi-city tour, which launches in Charlotte, NC, features panel discussions led by actress Tasha Smith, from Tyler Perry's "Why Did I Get Married" and "Daddy's Little Girls," and includes a variety of beauty and health activities for attendees to enjoy. The Charlotte My Black is Beautiful tour stop premieres at The Park, located at 2500 E. Independence Boulevard, on Saturday, April 18, 2009, from 11:00 a.m. to 7:00 p.m.

Tour attendees are invited to participate in a combination of activities to celebrate the My Black is Beautiful campaign, a nationwide movement aiming to ignite and support a national conversation by, for and about black women and the way they are reflected in popular culture. The initiative includes:

- My Black is Beautiful 2009 multi-city tour, free and open to the public
- A show airing on BET Networks highlighting African-American women and beauty
- A national "State of Black Beauty" 2009 consumer survey, which includes recent results pointing to Michelle Obama's role as First Lady and her effect on African-American beauty perceptions
- A Web site — www.myblackisbeautiful.com — with a downloadable "Discussion Guide" offered to assist African-American women in starting their own conversations about black beauty within their circle of family and friends

The Charlotte main event features musical performances by Lalah Hathaway and Eric Roberson and includes a keynote address by celebrity wellness coach and actress AJ Johnson. Johnson, along with "The Souls of Black Girls" producer Daphne Valerius, beauty-on-a-budget expert Candice Corey (TBD), songstress Lalah Hathaway and DJ Frances Jaye, will also lead attendees in discussions about beauty, healthy living and more with Tasha Smith serving as the moderator.

In addition to musical interludes and dialogue sessions, the tour includes a health and wellness pavilion offering complimentary yoga sessions and health screenings. The tour also features cultural exhibits and a beauty-themed area consisting of makeup consultations by a team of CoverGirl® Queen Collection beauty experts; mini-facials and skin analysis offered by Olay® Definity; full hair services and analysis by Pantene Pro-V® Relaxed & Natural; hair color applications by Clairol® and oral consultations and screenings by Crest® Pro-Health™.

A financial workshop sponsored by Family Dollar titled: "Stretch Your Family Dollar: Budgeting, Saving for Your Family" is also scheduled to equip attendees with financial information relevant to the current economic state. Officiating over the workshop is popular celebrity beauty-on-a-budget expert Candice Corey, who will serve up a touch of beauty advice centered around how women can still look good and feel good while sticking to a tight budget.

"P&G is thrilled to introduce the second annual My Black is Beautiful tour," said Kisha Mitchell Williams, P&G Multicultural Brand Manager. "We believe that launching the 2009 tour in Charlotte, 'Queen City,' was the perfect



locale to convene African-American women. Our hope is that this year's event will contribute to continuing the conversation among African-American women about how they are viewed and perceived in society."

The My Black is Beautiful campaign, created by a group of African-American women at P&G in 2006, is an integrated, multi-brand initiative supported by Crest Pro-Health, Pantene Pro-V Relaxed & Natural, CoverGirl Queen Collection, Olay Definity, Always®, Tampax® and Beautiful Collection®.

For more information about the My Black is Beautiful campaign and multi-city tour, visit www.myblackisbeautiful.com.

About My Black is Beautiful

My Black is Beautiful celebrates the diverse collective beauty of African-American women and encourages black women to define and promote their own beauty standard, one that is an authentic reflection of their indomitable spirit. My Black is Beautiful will kick off a 2009 four-city tour in Charlotte, NC, this April. Additional My Black is Beautiful tour events are scheduled to take place in: Atlanta (May), Chicago (May) and New Orleans (July).

About Procter & Gamble

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®, 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.

About the 2009 "State of Black Beauty Survey"

"State of Black Beauty Survey" was fielded January 12 to 13, 2009. Respondents to the survey were African-American women, ages 18 to 54 (sample 1,000+), who responded to a self-administered online survey that explored their knowledge and attitudes toward perceptions of African-American beauty and the effect that has occurred on their perceptions post-election. Respondents were self-selected.