

My Black is Beautiful

PROCTER & GAMBLE LAUNCHED “MY BLACK IS BEAUTIFUL” CAMPAIGN AT 2007 BET AWARDS

Pantene® Pro-V® Relaxed & Natural, CoverGirl® Queen Collection, Olay® Definity, Always® and Tampax® to Host National Conversation About Beauty among African-American Women

Cincinnati, OH (July 3, 2007) – In celebration of African-American women, Procter & Gamble (P&G) has launched “My Black is Beautiful,” a holistic, multi-brand movement designed to reinforce pride and stimulate a national conversation surrounding reflections of African-American women in popular culture. The campaign kicked off during the eighth annual BET Awards and involved the participation of P&G beauty and personal care brands including Pantene® Pro-V® Relaxed & Natural, CoverGirl® Queen Collection, Olay® Definity, Always® and Tampax®.

“‘My Black is Beautiful’ is an acknowledgement of African-American beauty in all of its manifestations,” said Najoh Tita Reid, P&G Multicultural Marketing Director. “It is time for a national conversation—hosted by African-American women—about how we engage ourselves and the broader world and moreover, about how we define and promote African-American beauty.”

The campaign was announced at the BET Pre-Awards Show Celebrity Reception and Dinner hosted by BET Networks CEO, Debra Lee on June 25, 2007 at 7 pm at Boulevard 3 in Los Angeles, California.

P&G will sustain the program through a comprehensive brand communications program including public relations, retail promotions, event marketing, as well as print and radio advertising. There are also plans for a “My Black Is Beautiful” Conversation Road Show, tentatively set to commence in August 2007.

This fall, consumers can access a “My Black Is Beautiful Discussion Guide” on www.myblackisbeautiful.com, as well as in select retail stores and magazines. The guide will provide women with tips on how to facilitate a “My Black Is Beautiful” conversation.

“We are inviting African-American women across the country to come together in their homes, libraries, community centers, schools and churches to share their perspectives and begin to effect positive change on how women of color are depicted in today’s entertainment media,” said Esi Eggleston Bracey, P&G Vice President and General Manager of North American Cosmetics.

P&G has also created a “My Black is Beautiful” community re-investment program. The program will issue actions grants to community-based organizations dedicated to the health, education and empowerment of African-American women. A grant of \$50,000, underwritten by Tampax® and Always®, will be shared by the W.E.B. DuBois Society, GirlSpirit-Women Song Inc. and the Urban Academy high school. Urban Academy is the New York City high school attended by Kiri Davis, a young African-American filmmaker whose documentary titled “A Girl Like Me” explores how African-American children are affected by popular perceptions of beauty.

About Procter & Gamble [NYSE: PG]

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.

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For more information, contact Michele Benoit, [mboenit@lippetaylor.com].