

**FOR IMMEDIATE RELEASE**

**The Procter & Gamble Company**  
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**CITYFLATS HOTEL BECOMES FIRST IN MIDWEST TO ACHIEVE  
LEED GOLD CERTIFICATION**

***Leading-Edge Hotel Utilizes P&G Professional Cleaning Solutions in  
Achieving Exclusive Environmental Recognition***

**HOLLAND, Mich., June 10, 2009** – CityFlats Hotel has achieved LEED Gold Certification from the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. The first hotel in the Midwest to achieve the prestigious certification, CityFlats carefully selected its partners, including P&G Professional, to uphold its commitment to sustainability.

“We’re excited to be on the forefront of fostering sustainable hotels,” said David Wilsey, CityFlats General Manger. “Our focus is to provide unique, one-of-a-kind experiences for our guests, while keeping our environmental impact to a minimum.”

Employing environmentally-preferred cleaning products – designed to work effectively while minimizing their environmental footprint in their manufacture, use and disposal – is a key requirement of LEED certification. To meet their green cleaning needs, CityFlats selected the Procter & Gamble (NYSE:PG) Professional Line products, including the “Trusted Trio” of Spic and Span® 3-in-1 All Purpose Cleaner, Comet® Bathroom Cleaner and Mr. Clean® Magic Eraser.

“P&G Professional products perform exceptionally well for multipurpose cleaning. We’re able to do most of our work with just three products, compared to other systems that use five or more. This helps reduce the amount of product we have to ship, use and recycle,” added Wilsey.

“We’re excited to work with CityFlats and applaud them on their commitment to environmental protection,” said Chris Vuturo, External Relations, P&G Professional. “P&G Professional shares this mission and is constantly working to provide high-performing cleaning solutions with limited environmental impacts.”

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LEED is a nationally-recognized benchmark providing independent, third-party verification that a building is an environmentally-responsible, profitable and healthy place to live and work. Located in downtown Holland, CityFlats excels in water and energy efficiency initiatives, using 30 percent less water than baseline standards. In addition, the hotel's seating and décor was designed locally and manufactured using rapidly-renewable materials.

### **About P&G Professional**

Procter & Gamble Professional™ is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide®, Dawn®, Mr. Clean®, Febreze®, Swiffer®, and its own brand, P&G Pro Line®. Please visit <http://www.pgpro.com> for the latest information about P&G Professional's solutions.

### **About City Flats Hotels**

CityFlats is a boutique hotel located in downtown Holland, Mich. Its 56 rooms are each unique in design and contain environmentally-friendly custom décor and furniture. On the top floor of the hotel is CityVū Bistro, Holland's premier destination for rooftop dining.

### **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®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 138,000 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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