



News Release

Procter & Gamble Professional
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FOR IMMEDIATE RELEASE

SURVEY REVEALS MORE THAN ONE QUARTER OF SMALL BUSINESSES CUT BACK ON CLEANING AMIDST DOWN ECONOMY

Owners Stress Need for Effective, Time-Saving Solutions and Cleaning Guidance

CINCINNATI, Dec. 1, 2009 – The Small Business Index deployed by Mr. Clean Professional™, a provider of small business cleaning solutions, and the National Federation of Independent Business (NFIB) finds that more than one-quarter (29 percent) of small businesses have scaled back on workplace cleaning. The Index was conducted to identify how the economy has affected small business cleaning standards, and revealed critical resource shortages faced by owners today.

Despite that roughly one of every three owners (31 percent) recognized “cleanliness and appearance” as having the greatest impact on customer first impressions, a significant number have curtailed their cleaning processes. Eliminating professional cleaning services and buying cheaper or generic products are the most common ways owners have cut back, while others now clean less often or buy fewer products. Of those who have altered their cleaning practices, almost half (44 percent) report negative repercussions, such as rising customer and employee complaints and longer cleaning time when using cheaper products.

“Now more than ever, we recognize owners’ needs for solutions that work at the speed of small businesses today and for information that equips them with cleaning best practices,” said Pete Self, research and development manager, P&G Professional. “Mr. Clean Professional provides small business owners with both powerful cleaning solutions as well as a 24-7 information

resource, helping restore owners' confidence that their business' appearance makes a great first impression every time.”

Small Businesses Demand Effective Solutions

Six out of ten small business owners (60 percent) said time is the biggest barrier to keeping their workplace, whether retail or professional, as clean as possible; meanwhile, less than one-sixth (14 percent) believes staffing is the major hurdle to cleanliness. As a result, the vast majority of small businesses surveyed believe “effectiveness” is by far the most important factor when selecting cleaning products.

To address the concerns of small business owners, Procter & Gamble Professional has launched Mr. Clean Professional, a commercial grade line of hard surface and floor products, including four disinfectants, specifically designed to clean with up to twice the speed and power of similar products. The four disinfectants are effective against the 2009 H1N1 virus – a key factor for the nearly one of every two small business owners (47 percent) who indicate that the swine flu has affected their cleaning process, the majority of whom now look for disinfecting products when possible.

Owners Call for Cleaning Guidance

Additionally, when asked what cleaning resources would be most beneficial, approximately half of small business owners (49 percent) cited they need free resources and advice from trusted sources that help them get the cleaning job done.

“Our membership research confirms that owners continue to face tough conditions, including plans to reduce employment over the next several months,” said Mark Garzone, senior vice president, marketing, NFIB. “Solutions such as Mr. Clean Professional that save time in performing the critical task of cleaning as well as resources such as MrCleanProfessional.com that offer cleaning guidance are more critical than ever in equipping owners for success.”

At www.mrcleanprofessional.com, small business owners can immediately access the comprehensive Germ Control Center with cleaning best practices, including addressing H1N1 and the health of their staff. For additional guidance, owners are encouraged to call the 888.4MRCLEAN hotline between 8:30 a.m. – 8 p.m. EST.

Available at select home improvement and cash & carry stores in the U.S., the Mr. Clean Professional line features cleaning technologies that allow the products to work up to twice as fast as similar labels. Many products, such as the EPA-registered multi-purpose cleaner, are available in two sizes. To learn more about how Mr. Clean Professional can help small businesses, visit www.mrcleanprofessional.com.

Survey Methodology

The P&G Professional/National Federation of Independent Business Small Business Index is based on a national survey of more than 1,100 small business owners registered with NFIB. Small business owners representing a wide spectrum of industries and functional areas participated in the online survey, conducted by Kelton Research, between October 16 and 26, 2009. Results of any sample are subject to sampling variation.

About National Federation of Independent Business

NFIB is the nation's leading [small business association](http://www.nfib.com), with offices in Washington, D.C. and all 50 state capitals. Founded in 1943 as a nonprofit, nonpartisan organization, NFIB gives small and independent business owners a voice in shaping the public policy issues that affect their business. NFIB's powerful network of grassroots activists send their views directly to state and federal lawmakers through our unique member-only ballot, thus playing a critical role in supporting America's free enterprise system. NFIB's mission is to promote and protect the right of our members to own, operate and grow their businesses. More information is available online at www.NFIB.com/newsroom.

About P&G Professional

Procter & Gamble Professional[®] is the away-from-home division of Procter & its parent company's scale, trusted brands and strengths in market and consumer Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing 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 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[®], 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 135,000 employees working in about 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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