

Procter&Gamble Professional®

News Release

The Procter & Gamble Company
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FOR IMMEDIATE RELEASE

PROCTER & GAMBLE PROFESSIONAL® LAUNCHES “FOOD SAFETY SOLUTIONS”

New Program Provides Comprehensive Solution for Improved Food Safety Operations

CINCINNATI, Jan. 28, 2010 – Procter & Gamble Professional®, the away-from-home division of Procter & Gamble (NYSE:PG), today announced the launch of “Food Safety Solutions,” an end-to-end cleaning, sanitation and food safety program that supports the professional safety needs of the foodservice industry. P&G Professional’s latest program is designed to provide customers with personalized solutions to improve the health environment of employees and patrons.

“The launch of P&G Professional’s ‘Food Safety Solutions’ answers the needs of our customers and illustrates our commitment to their success,” said Jeremy Landrum, customer development manager, P&G Professional. “This program offers a complete package of customized tools and products that simplify the process of creating a clean environment for customers and employees. It is a proactive approach in addressing contamination in the foodservice industry, which is especially important to our customers since the number of people affected by food-borne illnesses in the U.S. each year is in the millions.”

An estimated 76 million food-borne illnesses occur in the U.S. each year, according to the Centers for Disease Control and Prevention (CDC). Of those reported occurrences, about 325,000 people are hospitalized and 5,000 die with a food poisoning diagnosis.

P&G Professional’s “Food Safety Solutions” is developed to help foodservice operations streamline products and processes in order to provide a safe and healthy environment for their patrons and employees. It is comprised of four pillars to deliver exceptional performance in sustaining a contamination-free business including:

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- Reliable Products – Providing a unique advantage over other offerings in the commercial market today, P&G Professional offers professional grade cleaning solutions and brands that people know and trust.
- Employee Training – In-person instruction gives employees a hands-on learning opportunity to reinforce daily food safety efforts. In-store material is also available in multiple languages. Employee training encompasses employee safety compliance, disinfection and germ elimination, and use and handling of products.
- Compliance Solutions – SafetyApplied™, P&G Professional's on-site compliance/safety solutions includes an assortment of tools that help businesses implement safe daily procedures for employees, the food served and the facility. SafetyApplied comprise of biohazard and first aid kits, food labeling for time and temperature control, burn and cut prevention measures, and zero bare hand contact solutions. Information related to SafetyApplied can be found online at www.pgssafety.com.
- Equipment and Service – Easy-to-use technology and tools are available to many customers including closed loop dispensing equipment that limits spilling and unnecessary chemical contact; auto-proportioning systems that eliminate waste and guesswork on dosing; and a complete selection of services and support including toll-free hotlines, technician service calls and preventive maintenance among others.

Now available to foodservice operations nationwide, the P&G Professional "Food Safety Solutions" program embodies the company's legacy of offering highly effective services and products that are environmentally-friendly and safe for both employees and customers. For more information on P&G Professional's "Food Safety Solutions," please visit www.pgpro.com.

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 www.pgpro.com for the latest information about P&G Professional's solutions.

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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 www.pg.com for the latest news and in-depth information about P&G and its brands.

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