



News Release

**The Procter & Gamble
Company**
One P&G Plaza
Cincinnati, OH 45202

FOR IMMEDIATE RELEASE

PROCTER & GAMBLE PROFESSIONAL INCREASES PRODUCTION OF CLEANERS FOR ANTICIPATED H1N1 (SWINE FLU) SURGE

Company Boosts Production of Key Disinfectants and Launches Online Sanitation Tools

CINCINNATI, Sept. 29, 2009 – Procter & Gamble Professional[®], the away-from-home division of Procter & Gamble, today announced that it has bolstered its novel H1N1 customer program in response to heightened swine flu indicators. The new measures, including a ten percent increase in disinfectant production and the introduction of online resources, help to prepare customers for the imminent surge.

“In light of elevated concerns by health officials, we are working closely with our customers to meet their product demands and need for information,” said Ann Fetzer, Director of P&G Professional Product Supply, North America. “In addition to ramping up our disinfectant production, P&G Professional offers online sanitation programs customized to foodservice, hospitality, and building, cleaning and maintenance customers.”

In late August 2009, a marked rise in H1N1 indicators in the U.S. was reported. As a result, businesses nationwide are implementing procedures to ensure their employees’ and customers’ health, and to avoid potential losses in revenue and productivity due to employee absence. Emphasis has been placed on the need for routine and repeated cleaning of commonly touched surfaces, including out-of-home environments frequented by the public.

“Frequent cleaning of high-touch surfaces such as doorknobs, tables and countertops with EPA-registered disinfectants can help reduce the spread of H1N1,” said Pete Self, P&G Product Research.

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Health officials have also urged organizations to stay informed. P&G Professional customers can access a comprehensive toolkit at www.pgpro.com with H1N1 information and links, as well as both P&G products and procedures designed to help reduce the spread of viruses. Customers can also attend a special P&G Professional webinar on “Addressing the Threat of the H1N1 Virus” on Oct. 21, 2009, featuring relevant information from an epidemiologist and a product safety and regulatory affairs specialist.

Among P&G Professional’s most effective disinfectants are Spic and Span 3-in-1 and Comet Disinfecting Bathroom Cleaner. They are designed to clean on multiple surfaces, both dry (Spic and Span) and wet (Comet). They also contain sanitizers that can kill many viruses in 10 minutes. The products are registered with applicable regulatory bodies, including the U.S. Environmental Protection Agency, and are designed to be safe and effective for daily use when used as directed. In addition, P&G Professional provides a line of quaternary disinfectants, cleaners and sanitizers, as well as Safeguard hand soap.

To learn more about novel H1N1, please visit www.pgpro.com and click on the tab marked “Influenza Toolkit.”

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.

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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.



Images:

Caption: Select P&G Professional products feature sanitizers that can kill viruses in 10 minutes when used as directed. The products are registered with applicable regulatory bodies and are designed to be safe and effective when used daily.

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P&G Media Contact:

Chris Vuturo, P&G Professional External Relations +1-513-983-3713; vuturo.cm@pg.com