



The Procter & Gamble Company
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News Release

FOR IMMEDIATE RELEASE

P&G ANNOUNCES NEW FIVE YEAR SUSTAINABILITY GOALS

NEW YORK, Oct. 25, 2007 – The Procter & Gamble Company (NYSE:PG) today renewed its ongoing commitment to sustainability and announced its new five-year goals in this area.

“This renewed commitment and new goals are designed to ensure P&G can continue to grow reliably and responsibly, just as we’ve done for the past 170 years,” said Peter White, director - global sustainability.

P&G’s sustainability goals are to:

- Build P&G’s business through innovations that delight consumers while improving the environmental profile of P&G products. P&G plans to generate at least \$20 billion in cumulative sales of products with reduced environmental impact over the next five years.
- Continue to improve the environmental profile of P&G operations. P&G said it will reduce CO2 emissions, energy and water consumption, and disposed waste per unit of production by an additional 10 percent each, contributing to a 40 percent reduction over the decade (2002-2012)
- Continue to improve lives through P&G’s social responsibility programs. P&G said it will improve the lives of 250 million children through its corporate cause, *Live Learn and Thrive*. It will also deliver another two billion liters of clean water through its *Children’s Safe Drinking Water* program over the next five years. The company estimates that this will prevent 80 million days of disease and save 10,000 lives.
- Inspire and engage P&G employees to build ‘sustainability thinking and practices’ into their daily work.
- Continue to work with external stakeholders, such as the Centers for Disease Control, UNICEF, the World Health Organization and Populations Services International, to create new opportunities and solutions for the world’s sustainability challenges.

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“We have a long heritage as a sustainability leader, and we remain committed to improving consumers’ lives through P&G brands and by contributing to the sustainability of our planet and the communities in which we live and work,” said White.

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®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 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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