

Procter & Gamble Professional

News Release

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

FOR IMMEDIATE RELEASE

PROCTER & GAMBLE PROFESSIONAL™ DRIVES PROGRAM TO AID HOMELESS

P&G Professional, the California Hotel and Lodging Association and Area Hotels, Donate Hotel-Quality, Freshly Laundered Sheets to Father Joe's Villages

CINCINNATI, July 18, 2008 – Procter & Gamble Professional, in cooperation with the California Hotel and Lodging Association and area San Diego hotels have sponsored Mission “Start Out Fresh Today (S.O.F.T.)” – a program responsible for donating almost **6,000** clean linens to Father Joe's Village.

Five area hotels, including the **Holiday Inn Express Downtown San Diego**, Holiday Inn-San Diego Downtown, Homewood Suites by Hilton/Del Mar, Hyatt Regency La Jolla and Marriott Marina, donated linens, which were then freshly laundered with P&G Professional On-Premise Laundry products by the Hilton La Jolla Torrey Pines. Once laundered, the sheets are being donated to Father Joe's Villages, where they will provide a fresh start to the homeless clients they serve.

“Like P&G Professional, the hotels we partner with are always looking for ways to make a positive impact on the community,” said Merritt Noble, assistant brand manager for P&G Professional. “Mission S.O.F.T. allows us to use our collective resources to provide a small comfort to those in need.”

P&G Professional and the California Hotel and Lodging Association asked hotels to donate linens to the program, and during the week of June 23 the sheets are being collected by volunteers from Father Joe's Villages, who will then deliver them to the staff at Hilton La Jolla Torrey Pines. The sheets will be laundered with Tide® Laundry Detergent, Downy® Fabric Softener and Clorox® Bleach and donated to the shelter during the week of June 30.

“It's amazing how big of an impact little things like soft, clean hotel-quality sheets can make,” said Judy Urbalejo, executive housekeeper at Hilton La Jolla Torrey Pines. “Clients served by Father

Joe's Villages will be able to enjoy a good night's sleep in clean, soft sheets. It's a great cause."

"Being able to provide our patrons with little luxuries like sheets and towels, gives them a sense of home – something many of us typically take for granted," said Father Joe of Father Joe's Villages.

"Mission S.O.F.T." is a national program that has been supported by P&G Professional for two and a half years with 145 properties donating over 30,000 linens in 33 cities.

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®, Folgers®, 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.

About P&G (NYSE: PG)

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 almost 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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Media Contact:

Danielle Hagen– Wordsworth Communications – (513) 271-7222 x21