

News Release

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

**P&G CHILDREN'S SAFE DRINKING WATER PROGRAM LETS FACEBOOK USERS
SHARE CLEAN WATER WITH THE PUSH OF A BUTTON**

1 "Like" = 1 Day of Clean Drinking Water

CINCINNATI, January 25th, 2012 – The Procter & Gamble Company (NYSE:PG) announced today that it will launch a new Facebook campaign to let consumers engage and support its Children's Safe Drinking Water (CSDW) Program. For the past seven years, P&G has been sharing clean drinking water in developing countries around the world through its P&G Purifier of Water packets that contain a patented powdered technology. To date, over 4 billion liters of water have been purified and an estimated 22,000 lives have been saved.

Today, CSDW launched its first Facebook campaign, which lets users take part in the Program's global efforts. Beginning today, for each "Like" on the P&G CSDW Facebook page, P&G will donate one day of clean drinking water through CSDW in a developing country where it's needed most.

"As we work toward our goal to save one life every hour by 2020, we want others to play a part and share in our journey," said Bob McDonald, P&G's Chairman, President, and Chief Executive Officer. "This is one simple, but meaningful way for people all over the world to help us touch and improve lives by sharing clean drinking water."

This effort follows the company's recent announcement that it will rebrand the purification packets used by CSDW, which marked the first time in over 100 years that P&G gave its own name to a product. McDonald called the rebranding a "natural extension" of P&G's long-term commitment to touching and improving lives through the life-saving work of sharing clean water. The P&G CSDW Program also launched a new, interactive website at www.csdw.org, where users can read blogs from the field and stay up-to-date with current efforts worldwide.

The "1 Like = 1 Day of Clean Drinking Water" campaign will also let Facebook users experience the stories of those whose lives have been impacted by CSDW. Stories, photos, and videos from the field will be shared that show how CSDW works with humanitarian, NGO, and emergency relief partners worldwide to distribute the packets, which contain a powdered water-purifying technology developed by P&G and the U.S. Centers for Disease Control and Prevention.

Earlier this month, P&G received the Award for Corporate Excellence from the State Department for the work done by CSDW and other P&G programs that help improve lives. Secretary of State Hillary Clinton presented the award for P&G's work in Pakistan and Nigeria, but the CSDW Program works with its partners in over 65 countries to help transform dirty, contaminated water into clean, drinkable water.

To join in the P&G CSDW Program's efforts and share one day of clean drinking water, visit www.facebook.com/pg.csdw.

About Procter & Gamble and CSDW

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company's leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

The P&G Children's Safe Drinking Water Program (CSDW) is a non-profit initiative that has provided more than four billion liters of clean drinking water to people in need since 2004. CSDW has partnered with a diverse network of organizations to help distribute water purification packets in developing countries. To learn more about the P&G CSDW Program, and see how water purification packets work, please visit www.csdw.org.

P&G Media Contact:

Elizabeth Ratchford
513.983.3290
ratchford.eq@pg.com

###