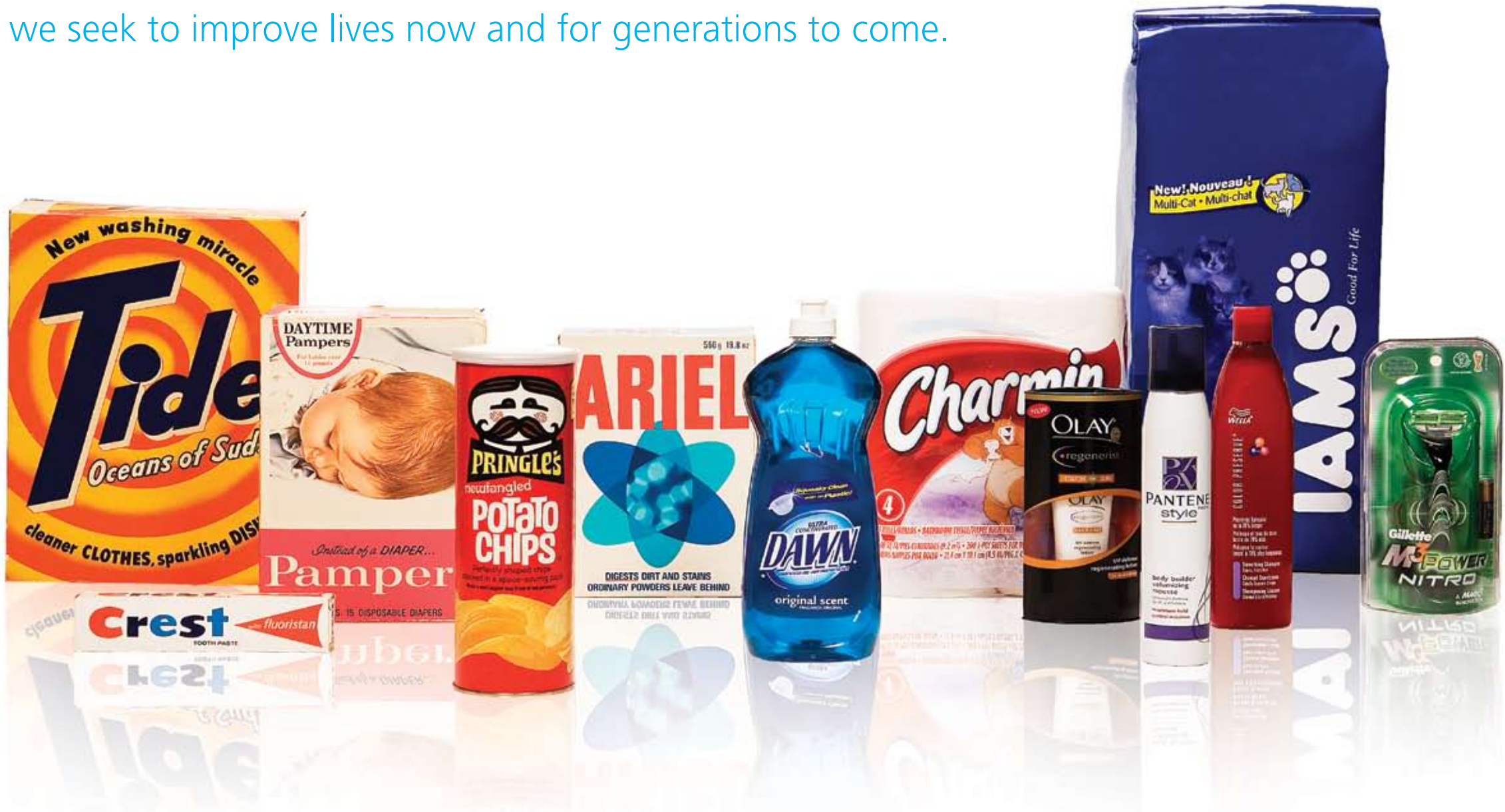


A decorative graphic on a blue background consisting of several circles. There are two circles with a light blue to dark blue gradient at the top left. A central circle contains a black and white photograph of a person in a white coat. To the left of the central circle is a circle with a pink to magenta gradient. Below the central circle is a large circle containing a color photograph of a smiling young boy. To the right of the boy's circle is a circle with a black and white photograph of a building. There are several other solid blue circles scattered around the central elements.

our heritage

A heritage of touching lives

Since 1837, P&G has built a rich heritage of touching consumers' lives with brands that make life a little better every day. This simple purpose has enabled us to become one of the world's leading consumer products companies – and will continue to guide us as we seek to improve lives now and for generations to come.

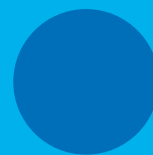
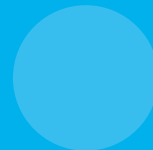


Our purpose from the beginning

William Procter and James Gamble might never have met had they not married sisters – Olivia and Elizabeth Norris – whose father convinced his two sons-in-law to become business partners. In 1837, a humble but bold new enterprise called Procter & Gamble was born. What began as a small, family-operated soap and candle company grew and thrived, inspired by P&G's Purpose of providing products and services of superior quality and value.

The power of P&G's Purpose is the one factor above all others that has contributed to the Company's long heritage of growth. We care about touching people in ways that make their everyday life a little better. We care for babies and pets. We make everyday chores like laundry easier to do. We help literally billions of people around the world look and feel better every day.

This collection of moments in our history explores how, from the very beginning, P&Gers have been in touch, in the lead and improving lives every day. Our Purpose is an essential part of who we are, who we have been, and who we will be for generations to come.



In touch

At P&G, we work hard to stay in touch with the people who use our products, with the external partners who help us fulfill P&G's purpose, and with one another.

1887 P&G institutes a pioneering profit sharing program that gives employees an ownership stake in the Company. This significant innovation helps employees connect their vital roles with the Company's success.

1924 P&G becomes the first company to conduct deliberate, data-based market research with consumers. This forward-thinking approach enables us to improve consumer understanding, anticipate consumer needs and respond with products that improve their everyday life.

1941 P&G becomes one of the first companies to formally respond to consumer correspondence by establishing the Consumer Relations department. The addition of toll-free phone numbers in 1973 and e-mail in the 1980s further enhance consumers' ability to contact us and keep the consumer at the heart of all we do.

1955 Crest is codeveloped with Indiana University. This collaboration delivers a product that is a breakthrough in the use of fluoride to protect against tooth decay, the second most prevalent disease at the time.

2002 P&G develops Naturella feminine pads specifically to meet the needs of low-income women in Latin America. Based on deep consumer understanding, Naturella responds to consumers' desire for freshness with chamomile, a unique ingredient never before used in feminine care products.

2005 High Frequency Stores common in developing markets emerge as our largest customer channel. Consisting of nearly 20 million stores across the world, HFS represents a particular opportunity in fast-growing low income markets. Through HFS, we connect to consumers with affordable products and packaging specially designed for their needs.



In the lead

P&G is committed to being a leader. We want our brands to lead their categories. We want our company to be a leader in our industry and our communities. And we want P&G to be among the best places to work.

1882 Ivory soap represents P&G's first effort at mass-marketing its products through continuous consumer advertising. This innovative brand-building effort begins with a print advertisement that focuses on Ivory's purity, forging a relationship between consumers and the product. This leads a transformation in the way companies market their products – an area where P&G continues to lead and innovate today.

1915 The founder's son, James N. Gamble, helps create the first coordinated community campaign for charities. That charitable organization, known today as The United Way, is the leading community-based fund-raiser in the United States.

1961 P&G answers the age old need to reduce leaks, mess and rashes caused by wetness of cloth baby diapers by introducing Pampers, the first affordable, successful disposable diaper. Today, more babies around the globe experience the comfort and dryness of Pampers than any other diaper brand.

1984 P&G is named for the first time among the 100 Best Companies to Work For by the Great Places to Work Institute. This is one of many honors the company receives globally each year for valuing diversity and improving lives in the communities where we operate.

1996 P&G earns the U.S. Government's National Medal of Technology. The honor recognizes the Company for creating, developing and applying advanced technologies to consumer products that have helped improve the quality of life for billions of consumers worldwide.

2002 The Iams Pet Imaging Center is a first-of-its-kind facility that applies state-of-the-art MRI technology to the early diagnosis and treatment of pets. Veterinarians can non-invasively determine the location of diseases in pets and treat them more efficiently and effectively, without the need for exploratory surgery.



Improving lives every day

We know that everything we do should always be about improving the everyday lives of the world's consumers and the communities in which we live and work, now and for generations to come.

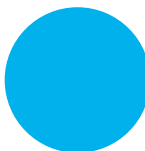
1901 King C Gillette patents the KC Gillette Razor, an alternative to the straight razor that offers men a safe, convenient and inexpensive way to shave. This shaving breakthrough features a permanent handle and disposable double-edge razor blade. Gillette joined P&G in 2005.

1946 Tide, "the washday miracle," is introduced. With a new formula that cleans better than anything then on the market, Tide makes laundry easier and less time-consuming. Its popularity with consumers makes Tide the country's leading laundry product by 1949.

1952 P&G establishes the Procter & Gamble Fund to coordinate the distribution of money globally to charitable organizations in communities where we have a concentration of employees. Today the Fund, through its corporate philanthropy program *Live, Learn and Thrive™*, works to improve the lives of more than 50 million children around the world.

1985 P&G acquires Richardson-Vicks, maker of personal health care products including Pantene, Olay and Vicks respiratory care product lines. This significantly expands our ability to improve the everyday lives of more consumers in more geographies around the world.

2006 To address the global crisis of unsafe drinking water, P&G creates the Children's Safe Drinking Water program, which uses P&G's unique PUR water purification sachets. This program reflects the company's commitment to doing the right thing for the long term, and is improving life in some of the poorest countries in the world.





our promise

Three billion times a day, P&G brands touch the lives of people around the world. And P&G people work to make sure those brands live up to their promise to make everyday life just a little bit better, now and for generations to come.

Discover more about P&G's heritage online at:
<http://www.pg.com/heritage>

Or on the P&G intranet (open to P&G employees only) at:
<http://heritage.pg.com>