

PRESS RELEASE

P&G WINS 'BEST COMPANY IN CHILD-FOCUSED CSR' AWARD.

October 17, Lagos, Nigeria: Procter and Gamble (P&G) Nigeria, a leading consumer goods company, wins the award of the 'Best Company in community involvement and development–Involving interventions covering the MDG's (Child-Focused CSR)' at the 2011 Social Enterprise Report and Awards ceremony (The SERA 2011) held in Lagos recently. P&G also emerged as one of the top three finalists for the categories of Best Company in Labour Practices and Best Company in Health. This year, the theme for the award ceremony was 'Leading Change: Building Competitive and Green Brands'

According to the TruContact, the organizers of the event, the objective of the awards is to promote corporate investment in the social development of Nigeria.

Speaking before the conferment of the award, Mr. Peter Ogudoro, president of the SERA awards jury explained that the award was conferred on the company based on their commitment to the society and also the originality of its works. "A good number of those who will win awards tonight, we found that their works were original, impressive and also environment friendly. We are happy with their works and would like to encourage them that success is not a day thing but rather a growth that is constantly under construction especially in the fast racing world we live in today," Ogudoro said.

Reacting to being presented the award, the Head of External Relations, Procter and Gamble, Nigeria, Patricia Obozuwa, said "We are honored to receive this award. This work is all about improving lives and we are very fortunate to work with strong partners - organizations such as Sponsor a Child, Society for Family Health and Adolescent Health and Information Projects (AHIP). Together, these organizations have implemented the excellent work that enabled us to win this award".

The award ceremony which began with a cocktail session for all the invited guests, included the launch of the 2011 CSR Report and performances from some of Nigeria's finest entertainers including Kenny Kore and pHisayo. Among the guests were the Executive Governor of Edo State, Comrade Adams Oshiomhole who received the 2011 SERA Recognition Award, the Honourable, Minister of Information and communication, Labaran Maku and Chairman, Federal Inland Revenue Service (FIRS), Mrs. Ifueko Omoigui- Okauru.

P&G's social responsibility program called Live, Learn and Thrive (LLT) focuses on the development of children of ages 0-13. With its 'Always Care program' Procter and Gamble provides feminine hygiene and puberty education to over 700,000 Nigerian girls every year. The company's Pampers Baby Care Hospital Program and Mobile Clinics, touch the lives of 1.5 million young Nigerian mothers and their babies annually. 'Building Futures' program, a collaboration between P&G and non-profit organization 'Sponsor a Child' donates P&G products; Pampers diapers, Ariel detergent and PUR water purifier and provides learning facilities to orphanages across Nigeria. Procter and Gamble collaborates with non-profit organization, Society for Family Health on the 'Safe Water for Nigerian Children' program which has provided over 30 million litres of safe drinking water in Nigeria.

About Procter & Gamble

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.

Procter and Gamble in Nigeria

Established in 1992, P&G Nigeria is an important investor, manufacturer, technology transfer agent, employer and exporter. P&G produces Ariel Detergent, Bonux Detergent, Pampers Disposable Diapers, Always Sanitary Pads and Vicks Throat Drops in Nigeria and employs over 3,000 direct and indirect employees through its general office in Lagos and manufacturing facilities in Ibadan. The company is now expanding across West Africa with a central business and production hub in Nigeria.