

PRESS RELEASE

PROCTER AND GAMBLE AND SPONSOR A CHILD COMMISSIONS 7TH ORPHANAGE 'LEARN AND PLAY CENTRE' IN NIGERIA

December 14th, Lagos, Nigeria: As part of its corporate social responsibility programme in Nigeria, leading global consumer goods company, Procter and Gamble donated a Learn and Play centre to the children of Eziamma community in Ngor Okpala Local Government Area of Imo State as part of its Building Futures program - a collaboration between Procter and Gamble (P&G) and a non-profit organisation 'Sponsor a Child'. The company made the donation to 'Eziamma Motherless Babies Home' in Eziamma Ngor Okpala, Imo State, near Owerri, last Friday.

Speaking at the inauguration ceremony, Reverend Ambrose Anyanwu, the founder of Eziamma Community Charity and the motherless babies' home thanked P&G and Sponsor A Child for the kind gesture which he described as indeed timely, godly and fitting for their needs and heartbeats. In his words "it is indeed amazing to note that God could spot out wherever we are and send people like you, our sponsors".

Mrs. Lynda Anyanwu, the executive director of Eziamma Community Charity said the resource centres and recreational facilities would raise the standard and quality of children's learning experience, improve their reading skills, stimulate independent thought and promote their well-being through recreational facilities that enable them to explore, socialise and exercise. "The benefits of playground activity in a world where childhood obesity and associated diseases are on the increase outweigh any concerns about the investment in recreational facilities," Mrs. Anyanwu said. She commended P&G whose support for the initiative has provided opportunities for the children.

The inauguration of the Eziamma Motherless Babies Home brings to 7 the number of orphanages that P&G has donated resource centres and playgrounds to across the country. In addition to 7 fully equipped Learn and Play centres, P&G has donated computers, books and software to start up libraries in 15 orphanages since the Building Futures programme started in 2009. The program has also provided one-year supplies of P&G products including Pampers diapers, Ariel detergent and PUR purifier of drinking water to 3,500 Children in orphanages across Nigeria.

Ms. Olatoun Williams -the Co-ordinator of Sponsor a Child said "Thanks to Building Futures, at risk children are benefitting from educational resources, conducive study spaces and recreational facilities. Nigerian children have a right to quality education. Our children have a right to associate with one another peacefully and to play". She also recognised Building Futures' role in advancing the Millennium development goals (MDG's) saying, "Building Futures helps to fulfil Nigeria's health goals. Goals 4 and 7 - 'to reduce child mortality' and 'to promote environmental sanitation and clean water' respectively - are advanced by a generous donation of one year's supply of Ariel, Pampers and PUR. 31 orphanages from 10 states and Abuja FCT have received these wonderful health promoting gifts. Williams concluded saying that "Building Futures is an inspiring example of corporate social responsibility in Nigeria. On behalf of Eziamma community charity and Sponsor a Child's team, I salute Procter and Gamble."

Building Futures forms part of LLT, P&G's global social responsibility platform that focuses on the development of children in need, leveraging P&G's strengths and strong programs to help children 'Live' with the provision of preventive health products, technologies and services and education on healthy habits that help them to get off to a healthy start; to 'Learn' by providing access to educational facilities, tools and programs that enhance their ability to learn and to 'Thrive' by providing access to programs that build self-esteem and skills for life.

Miss Patricia Obozuwa, Head External Relations of Procter and Gamble Nigeria said "This work is all about improving lives. That's P&G's purpose as a company. We are very pleased that through partnership with Sponsor a Child we are able to touch the lives of these special children".

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About Building Futures

The 'Building Futures' program was established as a collaboration between Procter and Gamble Nigeria and non-profit organization 'Sponsor a Child'. Building Futures donates P&G products; Ariel Detergent and Pampers diapers and PUR water purifier to children in orphanages across Nigeria; develops learn and play centers in orphanages and helps educate caregivers of at-risk children. Since its inception, this program has donated 7 learn and play centers to orphanages across Nigeria; 30 orphanages have received whole year supplies of Ariel, Pampers and PUR; 1000 child rights training manual have been published and over 64 caregivers have been trained.

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.