



PROCTER & GAMBLE NIGERIA LAUNCHES 'THE PROUD SPONSOR OF MOMS' CAMPAIGN AHEAD OF LONDON 2012 OLYMPIC GAMES

Lagos, Nigeria May 1, 2012: Procter & Gamble (P&G) Nigeria, as part of its Worldwide Olympic Partnership, and as proud partner to Nigeria Olympic Committee (NOC) and Team Nigeria, has launched its “Proud Sponsor of Moms” campaign to celebrate all moms, especially moms of athletes, for the tremendous role they play in raising future generations.

Behind every athlete, and every Nigerian, is a Mama

“We believe that behind every athlete is an even more amazing mom,” says Kumar Manoj, P&G Managing Director for West Africa. “We know how tough, but rewarding parenting can be, and it’s time to say thank you in a big way – not just to the moms of Olympic athletes – but to every mom who does whatever it takes to make her child’s life the best it can be. Moms dedicate their lives to supporting and serving someone else and someone needs to support and serve them.”

According to a recent P&G Survey conducted with a sample of moms, 93% of the respondents believe that being a Mom is not only defined in biological terms while 67% reveal that they are extended moms to two or more children in their immediate families and communities. The survey also states that sisters, aunts, crèche mamas and grandmothers, play key roles in raising their children.

P&G recognises that it is a very tough job to raise the country’s future generations: “In Nigeria, motherhood extends beyond one’s biological child to the extended family, children within the community and to those in need. Therefore P&G is not only thanking moms of athletes but all Nigerian ‘Mamas’ for their hard work in raising our future generations,” adds Manoj

P&G is calling on everyone in Nigeria to thank their Mama – that special female influence in your life – through the “Thank you, Mama!” movement. From the 1st of May, you can upload your heartfelt message at www.pg.com to give your Mama the thanks that she deserves for everything she does.

“Thank you, Mama!”

P&G will also be giving the moms of Team Nigeria a “Thank you, Mama!” gift. After all their hard work, some moms can’t be there with their children at the Olympic Games. This is why P&G is sending two Nigerian moms to London to watch their children compete. For other moms, who will be in Nigeria, P&G’s “Thank you, Mama!” gift will

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bring the London 2012 Olympic Games closer, enabling them to stay connected to their children.

Investing in our future generations

P&G is not only committed to supporting Team Nigeria and their moms during the London 2012 Olympic Games, but also to youth development through sports.

By buying leading P&G brands such as Pampers®, Always®, Bonux®, Ariel®, Safe Guard®, Gillette®, Oral-B®, Duracell® and Vicks®, in May and June 2012, Nigerians can help to support investment in youth development through sport. P&G's 1 pack = 1 contribution campaign will support sports programmes in schools across the country.

"P&G is in the business of helping moms with products that help her provide the best for her kids. We are using our brands to say thank you to moms for everything they do, and also to invest in something that matters," says Manoj.

"Supporting sports in schools is not only about developing the next generation of champions, but it is about physical development and acquiring important life skills such as team work and discipline. The company is supporting families and is helping to develop athletes every day. This aligns perfectly with the Olympic values," says Manoj.

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About P&G

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 pg.com for the latest news and in-depth information about P&G and its brands.