



WORLDWIDE PARTNER

P&G and the International Olympic Committee (IOC) have announced the most far-reaching global partnership for the next five Olympic Games from London 2012 through the 2020 Olympic Games. We will also be involved with the inaugural Youth Olympic Games, to be held in Singapore in August 2010, and will continue our partnership with the U.S. Paralympic Team.

P&G and the IOC are creating the most far-reaching partnership of the Olympic Games for the next ten years to touch and improve lives:

- P&G will sponsor the next five Olympic Games, including London 2012, Sochi 2014, Rio 2016, as well as the 2018 and 2020 Olympic Games.
- The agreement gives P&G global sponsorship rights, enabling the company to take the Olympic Games to the 4 billion consumers worldwide served by P&G brands today.
- The breadth of P&G's portfolio, which includes 22 brands each generating \$1 billion or more in annual sales, and the depth of P&G's reach to four billion people worldwide, make this the most far-reaching Olympic partnership. Some of P&G's most iconic brands participating in the partnership include Pampers®, Tide®, Ariel®, Always®, Whisper®, Crest®, Pantene® and Olay®.
- The IOC gets a partnership with P&G's unrivaled line-up of global brands, world-class brand-building capability, and retail customer relationships in virtually every market in the world.
- The agreement demonstrates the powerful appeal of P&G's brand portfolio and its tremendous global scale. No other consumer products company could create a comparable partnership with the IOC.
- P&G also announced it has begun an ongoing dialogue with mothers of Olympians for insights into raising Olympic athletes that will help shape future corporate acts. P&G will engage with several mothers of Olympians, including Jennifer Bolt

(mom of Jamaican sprinter Usain Bolt), Rosemary Jones (mom of Australian swimmer Leisel Jones), Cao Lihua (mom of Chinese beach volleyball player Xue Chen), Aster Menagesha (mom of Ethiopian long-distance runner Meseret Defar), Debbie Phelps (mom of U.S. swimmer Michael Phelps), Pat Radcliffe (mom of British long-distance runner Paula Radcliffe), and Marlene Shirley (mom of U.S. Paralympian Marlon Shirley).

Continuing P&G's Successful Sponsorship of Team U.S.A. in the Vancouver 2010 Olympic Winter Games

The 2010 Team U.S.A. sponsorship delivered outstanding business and brand-building results for P&G, including:

- An estimated nearly \$100 million in incremental sales
- P&G's highest aggregate U.S. market share for the fiscal year in the JFM quarter when P&G Olympics sponsorship was on air
- Six billion consumer impressions from advertising, digital and public relations

The 2010 Team U.S.A. sponsorship marked P&G's first-ever corporate advertising in the U.S. The "Proud Sponsor of Moms" campaign:

- Unified 18 P&G product brands into a holistic, multi-brand campaign.
- Yielded significantly more effective individual brand ads (+30% higher brand recall amongst our target audience, +37% higher message recall than pre-Olympics ads)
- Yielded highly effective corporate advertising (39% higher brand recall and 62% higher message recall than average Olympic ads)
- P&G's equity among U.S. moms increased +10 points as a result of the Vancouver 2010 Winter Olympic program.

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Approaching the IOC Partnership Similarly to P&G's Team U.S.A. Sponsorship – but on a Truly Global Scale

P&G will provide individual sponsorship of national teams and athletes by 50 or more of P&G's largest leading brands, including some of the world's best-known brands: Pampers®, Tide®, Ariel®, Always®, Whisper®, Crest®, Pantene® and Olay®.

Additionally, P&G will support moms and families of Olympians through the "Proud Sponsor of Moms" campaign, including:

- Sponsorship of 25 moms to see their children compete at the 2010 Youth Olympic Games in Singapore
- Ongoing dialogue with moms of Olympians for insights into raising Olympic athletes that will help shape future corporate acts
- Production of a documentary video series "Raising an Olympian: The P&G Momumentary Project" to celebrate the dedication and sacrifice of moms, families and their Olympians