



**Tide Dry Cleaners®** is an innovative extension to one of our core brands, building on Tide’s 65-year history in fabric care. These free-standing, Tide-branded professional dry cleaning stores target the majority of consumers who are unsatisfied with their dry cleaning experience. The concept was proven successful in a two-year test of stores in the Kansas City area. Tide Dry Cleaners is currently being expanded across the United States through individual entrepreneurs and franchisees.

**Tide Dry Cleaners enhances the dry cleaning experience through superb cleaning technologies, exceptional customer service, and a unique customer rewards program:**

- These stores bring innovative, at-home technology to the dry cleaning industry, laundering clothing with the most advanced formula of Tide detergent and Downy fabric softener.
- Customers also have the option of requesting the addition of the clean, fresh scent of Tide and Downy products to their cleaned clothes and household items.
- The GreenEarth® Cleaning Process is a closed-system dry clean technology that recycles more than 99% of the solvent used, and is more gentle on clothing and other household textiles than traditional dry cleaning solvents.
- Convenient drive-through concierge service allows customers to stay in their vehicle during drop off.
- A safe, secure drop box allows customers to drop off their clothing after hours.
- Customers can pick up cleaned clothing and orders after hours from a secure, 24-hour-access locker.
- “Same Day Service” is available on weekdays. Hours and specific restrictions vary by store.
- The Inner Circle Rewards program includes exclusive email promotions, “Clothes-Ready” mobile alerts or text messages, hassle-free billing, and Cash Back Rewards.

## About Tide Dry Cleaners Technology:

Tide Dry Cleaners offers many unique features, including drive-through concierge services, and access to 24-hour lockers and drop boxes. Through its partnership with GreenEarth®, and utilization of Tide and Procter & Gamble fabric care cleaning solutions for wet and dry cleaning, Tide Dry Cleaners provides exceptional cleaning for a wide range of garments and textiles.

- Tide SpotLift™ is specially formulated with powerful stain-fighting agents that gently, yet thoroughly, help remove spots and stains. Clothes are hand-checked and spot-cleaned with state-of-the-art technology that gets out many of the toughest stains.
- Tide ColorGuard™ helps preserve the true, vibrant colors of clothes, wash after wash.
- Tide FreshScent™ provides a light, fresh and clean scent in every cleaned item. Unscented cleaning is available upon request.
- Tide Back-To-Black™ gives all-black cotton garments an infusion of color that locks onto the fibers for dramatic results.

- Tide Restore™ for Whites, a hue-shifting process, whitens cotton garments that have grown dingy over time.
- Tide Restore™ for Colors technology returns fibers closer to their original smoothness, so colors stand out with improved clarity. Darker colors and garments that have a texture, such as ribbed cotton or cotton pique, show the most dramatic results.

## Availability:

As of August 2012, eleven locations are open in Kansas, Ohio, Nevada, Colorado, Georgia, and Arizona. Franchise agreements have been established for the opening of more than 100 additional units across 15 states over the next several years. Visit [www.tidedrycleaners.com](http://www.tidedrycleaners.com) to learn about the latest store openings or to inquire about franchising opportunities available across the United States.



### Contact

Ross Holthouse  
P&G External Relations  
513.983.9377  
holthouse.rh@pg.com

Follow Tide Dry  
Cleaners on:

Follow P&G on:



Developed through Connect+Develop,  
P&G's open innovation strategy.

Touching lives, improving life. P&G™