

FIVE STRAIGHT YEARS - P&G RANKED TOP OF INDUSTRY GROUP BY DOW JONES SUSTAINABILITY INDEX

CINCINNATI, Sep. 2, 2004 - The Procter & Gamble Company (P&G) has been selected as the “*Non-cyclical Goods & Services*” industry sector leader in the global Dow Jones Sustainability Index (DJSI) listings for the fifth year in a row.

The Dow Jones Sustainability Indexes (DJSI), launched in 1999, are the first global indexes tracking the financial performance of the leading sustainability-driven companies worldwide. Only the top 10% of the 2,500 largest companies are selected as components of the DJSI World based on their sustainability performance. P&G has been a component of the index since its conception and the industry leader for the Non-cyclical Goods & Services market sector since 2000.

“P&G integrates sustainability as a promising business concept and ranks as the sustainability leader in its industry.” – DJSI

P&G has identified Water and Health & Hygiene as two areas where it has the biggest potential for making a positive difference in people’s lives. For example, P&G has researched and developed a new product called PUR Purifier of Water. This product is designed specifically for the developing world where over 1 billion people currently lack access to a safe source of drinking water. PUR Purifier of Water is available for purchase in Pakistan and Morocco and has been used in disaster relief situations in Africa, Latin America and Asia.

To access the P&G DJSI 2005 Sustainability Leader report: http://www.sustainability-indexes.com/djsi_pdf/djsi_world/CompanyBiographies/Bios05/GBR_ProcterGamble_05.pdf

About P&G

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay® and Clairol Nice ‘n Easy®, Head & Shoulders®, and Wella. The P&G community consists of almost 110,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.