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P&G overall winner at the Product of the Year Awards

Gianni Ciserani: “Celebrating innovation is important for the industry”

The Vice President and Managing Director for P&G in the UK & Ireland, Gianni Ciserani, last night celebrated 10 wins at the 2007 Product of the Year Awards ceremony and hailed the event as an important celebration of innovation in the consumer goods industry.

Collecting a special award in recognition of P&G’s record number of wins, Mr Ciserani said that innovation is the key to increasing value for retailers, producers and consumers:

“I’m delighted to accept this award on behalf of P&G and I would like to congratulate all the winners here tonight, because these awards are a celebration of innovation in our industry.

“Innovation is what consumers demand from us. They want products and services that can improve their lives, make life easier, healthier or more beautiful. If we fail to do this, we fail to do what they expect from us and disappoint them. The public who voted for these awards have recognised and rewarded brand innovation.

“Innovation creates a virtuous circle which drives value for consumers, retailers and producers. That is why P&G puts innovation at the heart of our business. Each year, we have to work harder – because the pace of innovation is accelerating all the time.”

For the second year in a row, P&G were named overall winners. The full list of winning P&G products was:

<u>Product</u>	<u>Category</u>
1 Pampers Sensitive Wipes with Moisture Seal	Baby
2 Fairy Active Bursts	Dishwasher
3 Tampax Compak Fresh	Feminine Care
4 nice 'n easy	Hair Colouring
5 Head&Shoulders Conditioners	Hair Conditioner
6 NEW Pantene Colour Expressions Intensive Treatments	Hair Treatment
7 Fusion After Shave Gel & Balm	Men's Grooming
8 Gillette Fusion Razor	Men's Razors
9 Gillette Venus Vibrance	Women's Hair Removal
10 Duracell PowerPix	Battery

About P&G:

Three 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(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Pringles(R), Folgers(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Actonel(R), Duracell(R), Olay(R), Head & Shoulders(R), Wella(R), Gillette(R), and Braun(R). The P&G community consists of over 135,000 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.

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