



Procter & Gamble sweeps the board at the 2006 Product of the Year Awards

P&G wins 10 out of 26 categories for its key household and beauty products

Weybridge, Surrey, 26th January 2006 – Procter & Gamble (P&G) was last night presented with 10 prestigious Product of the Year Awards for a wide range of its leading brands, as well as an overall award for **‘Most category winners in Product of the Year 2006’**. The awards, announced at a ceremony at the River Bank Plaza Hotel in London, highlight P&G’s leading edge in the consumer products sector.

The list of winning products includes a range of men’s and women’s beauty products, underlining P&G’s increased commitment to the beauty sector.

The winning products

Award Category	Winning Product
Savory snacks	Mini Pringles
Men’s shaving	Gillette MP3 Power Razor
Women’s shaving	Gillette Venus Divine Paradise razor
Feminine care	Always Freshelle
Hair styling products	Wella Silvikrin Hydrostyle
Hair care	3 Minute Miracle Frizz Remedy
Shampoo and conditioners	Herbal Essences Rainforest Flowers
Household cleaning	Flash Car Wash
Washing up products	Fairy Active Foam
Oral Hygiene	Oral B Sonic Complete

Roisin Donnelly, Corporate Marketing Director for P&G UK & Ireland commented: “We are delighted to receive these awards, particularly as they are voted for by consumers. P&G is committed to consumer understanding and our aim is to deliver products that provide new experiences, superior performance and great value. This vote of confidence from consumers is a good indication that we are getting it right.”

The Product of the Year Awards www.productoftheyear.co.uk aim to reward brands for product innovation, and help to give consumers a faster way to discover new products, and approach the vast choice offered in today’s supermarkets.

The shortlist for each award was decided in September 2005 by a panel of sector experts and journalists, including: Chris Macleod, Chairman of the Marketing Society, Kevin Hawkins, President of the British Retail Consortium, Dominic Mills, Daily Telegraph and was chaired by Sir Richard Needham, Deputy Chairman of Dyson. The final winning products were chosen by consumers via a national survey by leading market information company, TNS. This year, 12,593 members of the public were interviewed, making it, the largest consumer survey of its type in the UK.

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Notes to Editors

About the research:

TNS, the world's largest custom research company, is responsible for the generating the results behind the UK Product of the Year 2006, this year generating responses from 12,593 British individuals. Consumers were asked to vote on which of the short-listed products most appealed to them, which they had tried and, for those they had tried, whether they had found those products satisfactory. TNS analysed the findings to assess which were the most appealing and satisfying products in order to identify the winning product in each category.

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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®, Ariel®, Always®, Pantene®, Mach3®, Bounty®, Pringles®, Charmin®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide and in the UK & Ireland employs approximately 5,000 people. Please visit <http://www.uk.pg.com> for the latest news and in-depth information about P&G and its brands.