



The Procter & Gamble Company
One P&G Plaza
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News Release

FOR IMMEDIATE RELEASE

DIVESTITURE OF YARDLEY BRAND

DARMSTADT and CINCINNATI, Oct. 3, 2005 – Wella AG (FSE:WAG) and Procter & Gamble (NYSE:PG) announced today that the Yardley Toiletry business has been sold to the Lornamead Group, London as of Oct. 1, 2005.

The Yardley business was part of Cosmopolitan Cosmetics, the fragrance and cosmetic affiliate of Wella, acquired by P&G. Yardley's distribution and portfolio does not fit with the Procter & Gamble corporate focus of building brands with strong global or local market leadership potential.

P&G Prestige Products is the fast growing fine fragrance division of P&G Beauty which holds the fine fragrance licenses for Hugo Boss®, Escada®, Puma®, Gucci®, Lacoste® and Valentino®. P&G Yardley represents less than one eighth of one percent of total P&G Beauty Sales.

About Procter & Gamble

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®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, 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. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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