



The Procter & Gamble Company
One P&G Plaza
Cincinnati, OH 45202

News Release

FOR IMMEDIATE RELEASE

P&G INCREASING ITS STAKE IN WELLA AG ABOVE 95% AND INITIATING PROCESS TO ACQUIRE REMAINING SHARES

CINCINNATI, Sept. 8, 2005 – Procter & Gamble (NYSE:PG) has acquired additional shares in Wella AG and now holds more than 95% of Wella’s outstanding shares. Today, P&G has notified the Wella management board to initiate the “squeeze-out” proceeding under German law to acquire the remaining shares outstanding.

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®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay®, 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.

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