

P&G beauty & grooming

For Immediate Release

P&G BEAUTY & GROOMING CELEBRATES ITS TWELVE SEASON AS OFFICIAL BEAUTY SPONSOR OF MONTREAL FASHION WEEK.

Montreal (QC) – February 7, 2011 – For the twelve consecutive seasons, P&G Beauty & Grooming is proud to be the exclusive beauty sponsor for the 20th edition of Montreal Fashion Week, taking place from February 7 to 10, 2011.

The P&G Beauty & Grooming exclusive sponsorship of Montreal Fashion Week builds on its existing collaboration with top industry stylists and make-up artists, providing hair, cosmetics, and grooming products from leading brands in its portfolio for the runway shows.

“P&G Beauty & Grooming is committed to helping Canadians make their beauty dreams real, and we are proud to be a trusted source for beauty products and tips from brands like Pantene™, COVERGIRL™, Olay™, Clairol™, Sebastian™, Wella™, Gillette™ and Crest™,” says Stefani Valkonen, P&G Beauty & Grooming Canada External Relations Director. “P&G Beauty & Grooming keeps the word “innovation” close to heart. One of our priorities is to maintain an active, two-way dialogue with actors in the domains of fashion, beauty and culture. In fact, the purpose of the P&G Beauty Designer lounge is to provide a reception venue for creators and their guests, after every show, thereby encouraging conversation and interaction. We see these events as the perfect opportunity to refine our understanding of up to the moment trends that will contribute to shaping the development of new products to meet marketplace demands.”

During Montreal Fashion Week, P&G Beauty & Grooming will offer guests a selection of its signature on-site activities including: the popular P&G Beauty & Grooming Bar, offering professional make-up and hair touch-up services using the very latest cosmetics, styling and grooming products from several brands; product sampling offered by P&G Beauty & Grooming hostesses; and the media lounge, which provides an all access work station for media attending the shows. As part of the sponsorship, P&G Beauty & Grooming is once more hosting the Designer Lounge where designers are welcomed to relax and meet the press following their runway shows.

PANTENE 

COVERGIRL

OLAY

CLAIROL

From backstage to the runway, P&G Beauty & Grooming invites all fashion aficionados to visit www.pgbeauty.ca. The members-only site features trend reports from global P&G Beauty & Grooming experts and scientists as well as tips and product samples.

About Procter & Gamble

Four billion times a day, P&G (NYSE:PG) 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®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 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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