



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

Montreal (QC) – September 6, 2011 – For the thirteenth consecutive seasons, P&G Beauty & Grooming is proud to be the exclusive beauty sponsor of Montreal Fashion Week, taking place from September 6 to September 9, 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. “Witnessing the level of creativity of the artist working backstage in using everyday beauty and grooming products is pure inspiration”

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 touch-up services; a media lounge, which provides an all access work station for media attending the shows and the P&G Beauty & Grooming Designer Lounge where designers are welcomed to relax and meet the press following their runway shows.

**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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For more information please contact:

Victoria Destison  
MS&L  
514-842-1077 ext. 1594  
Victoria.destison@msslgroup.com

Manon Lapierre  
P&G Beauty & Grooming  
514-232-8545  
lapierre.m@pg.com

