

UNDER EMBARGO UNTIL: MARCH 1ST 2010

For Immediate Release

P&G Beauty Celebrates its Tenth Season as Montreal Fashion Week Official Beauty Sponsor

Montreal (QC) – March 1st, 2010 – P&G Beauty is proud to be the exclusive beauty sponsor of Montreal Fashion Week for the tenth consecutive season (March 1-4, 2010). P&G Beauty's 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 the leading brands in their portfolio for the runway shows.

"P&G Beauty is committed to helping Canadians make their beauty dreams real, and we are proud to be a trusted resource for beauty products and tips from brands like Pantene™, COVERGIRL™, Olay™, Clairol™, Sebastian™, Wella™, Gillette™ and Crest," says Stefani Valkonen, Canada's P&G Beauty External Relations Director. "As one of Canada's largest beauty companies, P&G Beauty understands the importance of connecting one-on-one with top stylists and make-up artists at exclusive Canadian fashion and beauty events like Montreal Fashion Week. These relationships enable P&G Beauty to gain insights into the world of beauty, fashion and popular culture and be inspired to create new product innovations for consumers."

During Montreal Fashion Week, P&G Beauty will feature their signature activities such as the popular P&G Beauty Bar, where make up artists are on hand to apply the very latest and favourite cosmetic and grooming products from the various brands; week-long product sampling offered by P&G Beauty 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 has also revamped their eponymous Designer Lounge where designers are welcomed to relax and meet the press following their runway shows.

"In addition to our signature activities, this season Crest brings back the popular photo booth that proved to be a very fun and fashionable way for attendees to express themselves while in the cocktail room in between and after the shows," adds Valkonen.

From backstage to the runway, P&G Beauty invites all fashion aficionados to visit www.pgbeauty.ca for photos and daily highlights from Montreal Fashion Week. The members-only site was launched at Montreal Fashion Week in 2007 and features trend reports from global P&G Beauty experts and scientists as well as tips, industry news, and product samples.

About P&G Beauty & Grooming

P&G Beauty & Grooming products help make beauty dreams real for women worldwide and help men look, feel and be their best everyday. With more than 100 brands available in nearly 130 countries, P&G's beauty and grooming products delivered sales of over \$26 billion in fiscal year 2008/09, making it one of the world's largest beauty and grooming companies. P&G Beauty & Grooming offers trusted brands with leading technology to meet the full complement of beauty and grooming needs, including Pantene Pro-V®, Olay®, Head & Shoulders®, CoverGirl®, DDF®, Frederic Fekkai®, Sebastian Professional®, Herbal Essences®, Clairol®, Clairol Professional®, Nice 'n Easy®, Venus®, Gillette®, Old Spice®, Secret®, Crest Whitestrips®, Wella Professionals®, Braun® and a leading Prestige Fragrance division that spans from point of market entry consumers to high end luxury with global brands such as Hugo Boss®, Lacoste®, and Christina Aguilera®. Please visit www.pgbeauty.ca for the latest news and in-depth information about P&G Beauty and Grooming (NYSE: PG) and its brands.

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