



For Immediate Release

P&G Beauty & Grooming Celebrates its Eleventh Season as Official Beauty Sponsor of Montreal Fashion Week and Renews its Partnership for Six More Seasons

Montreal (QC) – September 27, 2010 – For the eleventh consecutive season, P&G Beauty & Grooming is proud to be the exclusive beauty sponsor of Montreal Fashion Week, taking place from September 27 to 30, 2010. P&G Beauty & Grooming is also pleased to announce the renewal of its sponsorship contract for six more seasons.

The P&G Beauty & Grooming 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. “As one of Canada’s largest beauty companies, P&G Beauty & Grooming strives to connect one-on-one with top stylists and make-up artists at exclusive Canadian fashion and beauty events like Montreal Fashion Week, forging relationships that help us gain insights into the world of beauty, fashion and popular culture. These insights inspire us to create new product innovations for consumers.”

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.

From backstage to the runway, P&G Beauty & Grooming invites all fashion aficionados to visit www.pgbeauty.ca. The members-only site was launched at Montreal Fashion Week in 2007 and 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.

-30-

For more information please contact:

Marjorie Roux
MS&L
514-842-1077 ext. 1594
marjorie.roux@mslworldwide.com

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

PANTENE  COVERGIRL Olay CLAIROL