



News Release

The Procter & Gamble Company
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FOR IMMEDIATE RELEASE

TIDE® PROFESSIONAL CELEBRATES MORE THAN 25 YEARS OF INNOVATION AND EXCELLENCE WITH ITS PHOSPHATE-FREE, NEAR NEUTRAL PH LAUNDRY SYSTEM

Tide's 60+ Years of Market Leadership Grounded in Heritage of Delivering Effective Offerings to Professional On-Premise Laundry Settings

CINCINNATI, Sept. 28, 2010 – Holding its position as the country's leading laundry product for more than 60 years, Tide® today celebrates more than 25 years of innovation with its Tide Professional Laundry System for use in on-premise laundry settings. Uniquely developed to meet the needs of the professional laundry industry, Tide 2x Professional liquid is the only phosphate-free, near neutral pH professional detergent available in the industry, providing proven benefits to fiber longevity and laundry staff safety. A first of its kind and still unique in the industry, Tide Professional's near neutral pH formula was introduced in 1984, and has been phosphate-free since 1993.

"Tide was first introduced to consumers in 1946, and since then, we've continued to make great improvements with proprietary technology to ensure we provide the high-volume professional laundry community the most effective and safe products possible," said Eric Hetrick, Procter & Gamble Professional® North America Commercial Director. "For more than a quarter century, Tide has been providing professionals in the on-premise laundry setting an effective linen cleaning system that is designed to be safe, operate with a non-caustic, near neutral pH formula, and is completely phosphate-free. Because even back then, we knew it was important to be environmentally conscious, while providing a formulation gentle enough for employees handling industrial-sized laundry loads and producing soft linens that customers desire."

Tide Professional's formulation of near neutral pH level helps reduce potential health and environmental concerns that can be hazardous to laundry room workers and can contribute to chemical overuse and waste. Tide Professional also does not contain any phosphates, which can result in large algal growths that rot and reduce dissolved oxygen in water.

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The Tide Professional Laundry System is effective and cost-competitive for businesses, as it efficiently removes stains without any harsh chemicals while keeping linens Downy® soft. In addition, because of Tide Professional's profile, businesses do not need to utilize complicated systems that require heavy alkalis and acids, extending the life of linens, thus saving money.

Yesterday, P&G Professional announced the launch of the new Tide Professional Whiteness Enhancer, a non-bleach rinse aid designed to enable whiteness rejuvenation, whiteness longevity and fabric strength, and help provide noticeably whiter linens in a single cycle.¹ This new addition to the Tide Professional Laundry System can help improve customers' bottom line by reducing linen replacement cost due to worn fabrics by up to 55 percent,¹ while keeping linens whiter and stronger for longer.² This industry-first offering underscores P&G Professional's commitment to innovation to help customers' businesses thrive.

For more information, please visit www.TideProfessional.com.

About Procter & Gamble Professional

Procter & Gamble Professional® is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide®, Dawn®, Mr. Clean®, Febreze®, Swiffer®, and its own brand, P&G Pro Line®. Please visit www.pgpro.com for the latest information about P&G Professional's solutions.

About Procter & Gamble

Four 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®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

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¹ Data on file

² Compared to a leading alkaline laundry system in a 50-cycle test