



**Procter & Gamble Launches Global ‘Thank You Mom’ Campaign
for London 2012 Olympic Games
Planning to Raise \$5 Million for Youth Sports
and Support More Than 150 Athletes**

INNSBRUCK, Austria, 13 January 2012 – Procter & Gamble (NYSE:PG), an International Olympic Committee (IOC) TOP Partner, today committed to helping improve everyday life for moms around the world through its ‘Thank You Mom’ campaign for the London 2012 Olympic Games.

The company plans to raise \$5 million to help establish and sustain youth sports programs around the world. A portion of sales and donations from the company’s leadership brands, including Pampers®, Tide®, Gillette® and Pantene®, will help those who moms care about the most...children. Additionally, P&G will also help thousands of moms of Olympians experience The Olympics.

“We believe that behind every athlete is an even more amazing mom,” said Marc Pritchard, P&G Global Marketing and Brand Building Officer. “P&G is in the business of helping moms. Through our ‘Thank You Mom’ program we will support not just the moms of Olympic athletes – but every mom who does whatever it takes to make her child’s life the best it can be.”

“I am delighted to see the strength of P&G’s commitment to the Olympic Movement,” said IOC President Jacques Rogge. “Through its support of mothers of Olympians, P&G is helping athletes. With its support of youth sports, the company is supporting families and is helping to develop athletes every day. It aligns perfectly with the Olympic values.”

P&G and its brands will also sponsor more than 150 athletes, who will be featured in advertising and retail campaigns to generate sales and donations that will help support youth sports. Among the world class athletes sponsored by P&G and its brands are:

- Michael Phelps	U.S.	Swimming	Head & Shoulders
- Paula Radcliffe	UK	Athletics	Fairy and Pampers
- Roger Federer	Switzerland	Tennis	Gillette
- Jessica Ennis	UK	Athletics	Olay
- Lin Dan	China	Badminton	Gillette

“Sport had a life-changing role in my childhood development,” said 16-time Olympic medalist and Head & Shoulders athlete Michael Phelps, who began swimming at age seven. “As a child, I was diagnosed with attention-deficit hyperactivity disorder and I

used sport as an outlet for all my energy. Having that outlet positively affected my life outside the pool, too.”

“We hope to create a movement to thank moms everywhere, making a difference to youth sports around the globe,” added Marc Pritchard.

For a full list of assets and information related to the P&G Thank You Mom campaign, including photos and video, visit www.PGThankYouMomMediaCenter.com.

About P&G

P&G touches and improves the lives of about 4.4 billion people around the world with its portfolio of trusted, quality brands. The Company's leadership brands include Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, and Ambi Pur®. With operations in about 80 countries, P&G brands are available in more than 180 countries worldwide. Please visit pg.com for the latest news and in-depth information about P&G and its brands.

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Media Contact

Lucy Hodgson
P&G
+1-513-983-5073
+1-513-377-2945
hodgson.l@pg.com

Mari Rella
Taylor
+1-212-714-5744
+1-516-316-4611
mrella@taylorstrategy.com