



P&G and Walmart celebrated a year of their **Family Movie Night** initiative by announcing that the two companies remain committed to providing great entertainment that brings families together. Family Movie Night films will continue, with five more movies premiering in 2011.

This ongoing commitment to producing high-quality family entertainment reinforces our equity with consumers and delivers on P&G's Purpose to touch and improve lives:

- The P&G and Walmart Family Movie Night initiative was developed last year in response to industry research that revealed parents wanted more entertainment options they could watch with their families.
- A year into the initiative, P&G and Walmart conducted new research with parents. The results revealed that there is still a need for Family Movie Night's quality entertainment:
 - 69% of parents wished for more family-friendly television programs they can enjoy with their kids
 - 75% of parents admitted they've had to change the channel or pause a program because of questionable content during what they thought was a family program.
- P&G and Walmart Family Movie Night films have been welcomed into homes across America 16 million times since *Secrets of the Mountain* first aired on April 16, 2010. Other movies in the series include *The Jensen Project*, *A Walk in My Shoes* and, most recently, *Change of Plans*.
- Family Movie Night films include engaging Walmart and P&G co-advertising featuring special family moments enriched by P&G products for sale at Walmart's everyday low prices.
- The next film *Truth Be Told*, premieres Saturday, April 16, 2011 at 8 PM Eastern/7 PM Central on FOX, exactly one year from the premiere of the first Family Movie Night film.

About *Truth Be Told* and the Family Movie Night Initiative:

- Truth Be Told is a lighthearted romantic comedy that stars Candace Cameron Bure (*Full House* and *Make It Or Break It*) as Annie Morgan, a leading marriage counselor who, ironically, has never been married. When a media mogul (Ronny Cox from *Stargate SG-1* and *Beverly Hills Cops*) invites her and her spouse for a visit to discuss a career opportunity, Annie conspires with an old college friend (David James Elliott from *JAG*) to pose as a married couple for the weekend. After a weekend marked by a series of comical misunderstandings, what will be the price for confessing the truth?
- Families can look forward to future Family Movie Night films on June 11, August 6, September 3 and in December on NBC.
- The first 3 Family Movie Night films are available on DVD and Blu-ray. The previous Family Movie Night film, *Change of Plans*, will be released on April 26. *Truth Be Told* will be released on May 31. All Family Movie Night DVDs and Blu-ray Discs are available exclusively at Walmart.
- For more information on Family Movie night, visit www.familymovienight.com or "like" it on www.facebook.com/familymovienight.

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