



The Procter & Gamble Company
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News Release

FOR IMMEDIATE RELEASE

RELIANCE PRODUCTS AND PROCTER & GAMBLE ANNOUNCE EPA APPROVAL OF NEW CLAIMS FOR PUR PURIFIER OF WATER

WINNIPEG, Manitoba and CINCINNATI, Feb. 26, 2009 - Reliance Products LP and Procter & Gamble (NYSE: PG) announce that the U.S. Environmental Protection Agency (EPA) has approved new label claims for PUR™ Purifier of Water specific to the removal of arsenic, the parasites *Cryptosporidium* and *Giardia*, and cause-marketing language.

The EPA has approved the PUR™ Purifier of Water claim for:

- The removal of greater than 98% of arsenic. Arsenic is odorless and tasteless and enters drinking water supplies from natural deposits in the earth or from agricultural and industrial practices. Arsenic has been linked to cancer of the bladder, lungs, skin, kidney, liver, and prostate.
- The removal of greater than 99.9% of *Cryptosporidium* and *Giardia*, which are the two parasites of primary concern for drinking water quality. *Cryptosporidium* is very resistant to disinfection and has caused several large waterborne disease outbreaks of gastrointestinal illness in the U.S., including death in some immunocompromised people.
- The cause-related marketing claims indicating that P&G will donate \$0.10 for every PUR purchase. This level of donation is sufficient to provide 10 liters of safe drinking water in the developing world.

Reliance Products is the exclusive United States and Canada distributor of P&G's PUR™ Purifier of Water product, a powdered water clarification and disinfectant that comes in small, affordable, and easy-to-use packets. The product is designed for emergency preparedness use and situations where water is of unknown or questionable quality. Reliance retails both the PUR™ Purifier of Water packets and a convenient mixing container kit.

P&G provides the PUR packets at cost, not-for-profit to humanitarian groups for use in the developing world. Any profits to P&G from sales of the packets in the United States will be used to support efforts to provide the PUR packets in the developing world. Using some of the same ingredients used in municipal water systems, PUR™ Purifier of Water is engineered to be a mini-water treatment plant in a packet. The product removes dirt, cysts, and pollutants, and kills bacteria and viruses in contaminated water. By removing the dirt and sediment through a flocculation process, PUR™ Purifier of Water gives a visible signal that water is clean and ready to drink.

P&G established the Children's Safe Drinking Water Program, a P&G Live, Learn, and Thrive Initiative™ in 2003. Since its start-up, the program has provided over 1.3 billion liters of clean drinking water to people in developing nations with PUR™ Purifier of Water. The product has been proven to purify and cleanse water in some of the harshest conditions imaginable including during the Southeast Asia tsunami, the Pakistan and Indonesian earthquakes, cholera outbreaks in Zimbabwe, and floods in India, Bangladesh, Haiti, Kenya, and Ethiopia.

A portion of Reliance's proceeds from sale of PUR™ Purifier of Water in the United States will support the Children's Safe Drinking Water Program.

About Reliance Products LP

Reliance Products LP is one of the largest rigid and collapsible container companies in the world, servicing the chemical and food markets since the 1960's. Reliance currently is the largest supplier of environmentally friendly, reusable, water containers for the consumer market. With distribution through the largest stores, mass merchants and specialty outdoor retailers, Reliance products are available in most communities in North America. Reliance enjoys global distribution and has been a supplier to international relief organizations for years. Additional information about Reliance Products is available at <http://relianceproducts.com/>.

About Procter & Gamble

Three 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. The P&G community includes approximately 138,000 employees working in over 80 countries worldwide. In these countries and beyond, P&G is committed to improving lives for children in need, ages 0-13, through its global corporate cause, Live, Learn and Thrive and its Children's Safe Drinking Water Program. The Children's Safe Drinking Water Program and the water technology by

PUR are working together to help prevent water-related diseases by providing clean drinking water to children in developing countries. For more information about PUR™ water purification technology and to see how it works, visit www.csdw.org. Please visit www.pg.com for the latest news and in-depth information about P&G, its brands, and Live, Learn and Thrive.

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