



News Release



The Procter & Gamble Company
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FOR IMMEDIATE RELEASE

PROCTER & GAMBLE AND PSI ANNOUNCE COMMITMENT TO PROVIDE SAFE DRINKING WATER IN AFRICA

NEW YORK, Sept. 21, 2006 - Procter & Gamble (NYSE: PG) joined the non-profit organization Population Services International (PSI) at the Clinton Global Initiative to announce a new commitment to provide safe drinking water in Africa.

Working with PSI and a variety of other partners as part of their focal philanthropy program, the Children's Safe Drinking Water program, P&G committed to providing 35 million liters of safe drinking water to more than 1 million children. In addition, through PSI's private sector approach and community-based outreach, the partners will provide another 100 million liters of safe drinking water in Africa.

As part of this announcement, P&G has committed to provide \$3.8 million to a variety of partners in order to provide safe drinking water in Africa. This includes a \$660,000 commitment from P&G Retired Officers, funds from a cause-related marketing program in the U.S. by the PUR® Water Filtration Business, and contributions from the P&G Fund, P&G's philanthropic arm. The total financial commitment is estimated at \$5 million over three years. In addition, P&G will provide technical, marketing, and communications expertise.

"P&G is stepping up our efforts to provide safe drinking water," said Susan Arnold, Vice Chair P&G Beauty & Health and an invited speaker at the water and sanitation session of the Clinton Global Initiative. "We're focusing our new commitment on Africa in order to have the greatest impact on the health and well-being of children."

"PSI is excited about this new commitment by P&G, and particularly the effort to reach school children," says PSI's Acting President and CEO, Peter Clancy. "Children can be powerful catalysts of positive change in communities, and teaching them about safe drinking water and hygiene will not only benefit the schools but also the surrounding communities."

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According to UNICEF, more than half the world's schools do not have access to safe water, hygiene, and sanitation. An estimated 1.6 million children under five die every year from simple diarrhea, a water-borne affliction that can be deadly to the young and poor. PSI and P&G's efforts over the last year with CDC and CARE show that providing safe drinking water education in schools can lead to improved acceptance of household water treatment in the surrounding communities.

P&G and PSI have been working together for the last three years to provide safe drinking water in the developing world through household water treatment using P&G's PUR Purifier of Water. PUR is a powdered water treatment product that has been shown to reduce diarrheal illness by an average 50% in studies conducted by the CDC and Johns Hopkins University. P&G and PSI are currently working together to provide safe drinking water with PUR in Uganda, Kenya, the Dominican Republic, Botswana, Malawi, Haiti, and Pakistan; and, as part of this announcement, will expand to Congo, Democratic Republic of the Congo, and Ethiopia later this year.

P&G, UNICEF, PSI, USAID, and other partners worked together during recent disasters including the Pakistan earthquake to provide more than 100 million liters of safe drinking water to survivors. More than 500 million liters of safe drinking water have been provided over the last three years through use of PUR.

Other partners working with P&G and PSI in household water treatment include UNICEF, CDC, USAID, CARE, the International Council of Nurses (and affiliates in Uganda, Kenya, Malawi), Johns Hopkins University Center for Communication Programs, Samaritan's Purse, Society for Safe Drinking Water and AIDS in Kenya, International Federation of the Red Cross and Red Crescent Societies and Kenyan Red Cross, YWCA, CFW Shops, Village AIDS Clinics, Aquaya Institute, and Save the Children.

About P&G

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 consists of over 135,000 employees working in over 80 countries worldwide. Through its global corporate cause—*Live, Learn and Thrive*, focused on children in need--P&G provides technical, marketing, and research/development capabilities in relation to its new in-home water purification technology. The PUR Purifier of Water technology was

developed in cooperation with the U.S. Centers for Disease Control and Prevention (CDC) and has been shown to significantly reduce diarrheal illness in the developing world. For more information about PUR Purifier of Water, please visit www.pghsi.com.

About PSI

PSI is a non-profit organization that applies commercial tools to a social mission in order to achieve measurable health impact. Since 1970, PSI has improved the health and saved the lives of millions of poor and vulnerable people in measurable ways. Through health programs in 65 countries on 5 continents, PSI distributes affordable, accessible and attractive health products and services, and motivates other types of healthy behavior, in HIV/AIDS, family planning, malaria, safe water and nutrition. In 2005, PSI's safe water programs prevented an estimated 12 million episodes of diarrhea and the deaths of 36,000 children. For more information about PSI, please visit www.psi.org.

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