

P&G's water purification technology wins ICC / UNDP World Business Award in support of the Millennium Development Goals

MARRAKESH, 8th June, 2004 - The Procter & Gamble Company (NYSE: PG), today announced that its product PuR[®] Purifier of Water has won the International Chamber of Commerce (ICC) World Business Award in support of the Millennium Development Goals. These are the first worldwide business awards to recognize the significant role business can play in the implementation of the UN's targets for reducing poverty around the world by 2015. ICC will present the awards in association with the United Nations Development Programme (UNDP) and The Prince of Wales International Business Leaders Forum (IBLF) on 8 June in Marrakech. The winning projects were selected by an independent judging panel drawn from business, labour, research and academic organizations, environmental groups and the United Nations.

PuR Purifier of Water is a low cost and simple-to-use in-home water purification technology that visually clarifies the water and reduces pathogenic bacteria, viruses, and parasites to result in drinking water that meets World Health Organization guidelines. An estimated 2 million children die each year because of diarrheal diseases, many of which could be prevented by safe drinking water. P&G is currently providing PuR Purifier of Water to global relief agencies so they can provide drinking water in emergency situations. PuR has been used in Botswana, Chad, Malawi, Liberia and Zimbabwe. PuR Purifier of Water is also being tested in several markets to learn how it can be provided on a sustainable basis in the developing world.

The Millennium Development Goals were established by world leaders at the UN Millennium Summit in September 2000. They consist of eight primary goals including: universal primary education, promotion of gender equality, the eradication of extreme hunger, improved maternal health, environmental sustainability, and the reduction of child mortality. Goal number 7 is to ensure environmental sustainability and includes the target of reducing by half the proportion of people without access to safe drinking water by 2015. Today more than one billion people lack access to safe drinking water, so meeting this target is a significant challenge. PuR has the potential to begin to address this issue.

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Further details on PuR Purifier of Water are available at:

<http://www.pghsi.com/communications/pur.htm>

Further details on the *ICC-UNDP-IBLF World Business Awards in support of the Millennium Development Goals* are available at: www.iccwbo.org/awards

Further details on the Millennium Development Goals are available at: www.undp.org/mdg

Further details about the Prince of Wales International Business Leaders Forum (IBLF) are available at: <http://www.iblf.org/>

Procter & Gamble (P&G) is one of the largest consumer products companies in the world. The company has nearly 98,000 employees working in almost 80 countries worldwide. Two billion times a day, P&G brands touch the lives of people around the world. P&G provides technical, marketing, and research and development capabilities in relation to its new in-home water purification technology. The technology was developed in cooperation with the United States Centers for Disease Control and Prevention (CDC) and has been shown to significantly reduce diarrheal illness in the developing world.