



The Procter & Gamble Company  
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**News Release**

**FOR IMMEDIATE RELEASE**

**PROCTER & GAMBLE'S PUR® – PURIFIER OF WATER AWARDED THE 2005 STOCKHOLM INDUSTRY WATER AWARD**

CINCINNATI, May 25, 2005 – The Stockholm International Water Institute (SIWI) has awarded the 2005 Stockholm Industry Water Award to The Procter & Gamble Company (NYSE:PG) for its PUR® – Purifier of Water product.

PUR® helps address the World Health Organization's concern that more than one billion people lack safe water. An estimated two million children die each year because of diarrhoeal diseases, which could be prevented by safe drinking water. To address this, P&G has provided the research and development, manufacturing and financial resources to develop PUR®. Equally essential are the partners that P&G has worked with, including the Centers for Disease Control and Prevention, International Federation of Red Cross and Red Crescent Societies, Population Services International (PSI), UNICEF, CARE®, AmeriCares®, Johns Hopkins University, Samaritan's Purse® and the International Council of Nurses.

Since its introduction in 2000, PUR® has already prevented countless cases of diarrhea by providing 260 million litres of safe, clean water. It has been used in the Philippines, Guatemala, Morocco, Pakistan, Haiti, Liberia, Bangladesh, Kenya, Uganda, Chad, Botswana, Malawi, Zimbabwe, Sudan, Iran, Ethiopia, Iraq, and in the tsunami ravaged region of South East Asia, where 15 million sachets were delivered – enough to treat 150 million litres of water.

PUR® is easy to use and requires no special skills or equipment beyond basic household implements. PUR® is a practical, in-home method with the advantages of acceptable cost, immediate availability, ease of access on a short-term basis and long-term product stability. It can be used anywhere where water is available.

According to P&G's Director for Corporate Sustainable Development, George Carpenter, "We are absolutely delighted to have received this award from The Stockholm International Water Institute . With our partners we have made significant progress with PUR? and we will continue to focus our efforts in countries where clean water is desperately needed".

Welcoming the announcement of the award, Sally Cowal, Vice President PSI said, "Through its PUR? product, P&G has been an extraordinary partner, in working with PSI, to reach into areas where economic and infrastructure models would not allow a commercial model to be sustained. P&G's work to make this product available at the lowest possible cost set a potent example of good corporate citizenship."

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#### **About P&G (NYSE:PG)**

Two 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, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay® and Clairol Nice 'n Easy®, Head & Shoulders®, and Wella. The P&G community consists of almost 110,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

To learn more about PUR? - Purifier of Water, visit [www.pghsi.com](http://www.pghsi.com).

#### **About The Stockholm International Water Institute**

The Stockholm International Water Institute (SIWI) is a policy institute that contributes to international efforts to find solutions to the world's escalating water crisis. SIWI advocates future-oriented, knowledge-integrated water views in decision making, nationally and internationally, that lead to sustainable use of the world's water resources and sustainable development of societies. For further information, please visit our website at <http://www.siwi.org/>

**SIWI – Independent and Leading-Edge Water Competence for Future-Oriented Action**

#### **About Stockholm Industry Water Award**

The Stockholm Industry Water Award is an honorary award recognises innovative corporate development of water and wastewater process technologies, contributions to environmental improvement through improved performance in production processes, new products and other significant contributions by businesses and industries that help improve the world water situation. An award committee established by the Royal Swedish Academy of Engineering Sciences reviews the submissions and selects the winning company. The committee contains representatives of the Academy and of the Global Water Partnership, International Water Association, Stockholm Water Foundation, World Business Council for Sustainable Development as well as leading academics of water sciences

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