

NEWSRELEASE



Because every child deserves a healthy smile™

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Procter & Gamble Donates Products to Affiliates of National Children's Oral Health Foundation

(Charlotte, NC — June 22, 2009) A generous product donation from Procter & Gamble to National Children's Oral Health Foundation: America's Toothfairy (NCOHF) is helping non-profit dental facilities across the country prevent childhood dental decay.

P&G made the donation to NCOHF for distribution to 30 of the 60 non-profit public health dental facilities that are Affiliates of NCOHF. The donated materials are for use by pediatric dentists and hygienists, and included toothpaste sachets, disclosing tablets, toothbrushing charts, stickers and educational dvds and tapes.

"Crest and Oral B are dedicated to improving children's oral health in America and we continue to support organizations with the same goal to make a difference," said Doreen Bayliff, Vice President, P&G North America Oral Care.

One of the NCOHF Affiliates receiving donated P&G product is La Puente, California's San Gabriel Valley Foundation for Dental Health, a non-profit organization providing dental care and education to children who come from economically disadvantaged families. Founded in 1996, the clinic opened its doors in 1997 and this past year alone saw almost 6,000 children. Shirley Ann Ayala, Outreach Program Coordinator, said "Dental education is one of our main focuses and we are working with the local school nurses and teachers to educate the children... We would not be able to provide these services to the children in our community without the support of... National Children's Oral Health Foundation and without generous donations from companies like Procter & Gamble. Thank you!"

About P&G

Established in 1837, The Procter & Gamble company (NYSE: PG) began as a small, family operated soap and candle company in Cincinnati, Ohio. From that modest beginning, P&G has grown into the world's largest consumer goods products company that today markets brands in more than 180 countries, with on-the-ground operations in more than 80 countries. In the fiscal year ending June 30, 2008, P&G had worldwide sales of more than \$83 billion. Source:

www.PG.com

About the National Children's Oral Health Foundation (NCOHF)

The National Children's Oral Health Foundation (NCOHF) is a 501(c)(3) nonprofit, dedicated to raising awareness of the #1 chronic childhood illness: pediatric dental disease, facilitating delivery of comprehensive pediatric oral health services, and eliminating this preventable disease from future generations. NCOHF draws on vast national resources to secure and distribute product and financial donations along with innovative preventive programs to a growing network of not-for-profit community-based universities, health centers, dental clinics, and mobile programs throughout America.

For more information about NCOHF, please visit www.AmericasToothfairy.org.

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