

Procter & Gamble Professional

News Release

The Procter & Gamble Company
One P&G Plaza
Cincinnati, OH 45202

FOR IMMEDIATE RELEASE

PROCTER & GAMBLE PROFESSIONAL™ ANNOUNCES **DAWN® CELEBRATION CONTEST**

Dawn Celebrates More Than 30 Years at Your Service

CINCINNATI, Feb. 28, 2008 – In celebration of the loyal patronage of Dawn, Procter & Gamble Professional™, the away-from-home division of Procter & Gamble (NYSE: PG), is offering Dawn users the opportunity to win great prizes. Ten lucky winners will receive a visit from the Dawn Clean Team and their choice of a \$1000, 30,000 Foodservice Rewards Points, or 30 cases of Dawn.

“Dawn has proven itself for more than 30 years, and we are proud to offer it to the foodservice industry,” said Maame Stephens, assistant brand manager for P&G Professional. “This exceptional grease cutting detergent has made an impact on kitchens across the country for years - our loyal customers constantly tell us how much they love Dawn and the positive impact it has made on their businesses. We want to take this opportunity to thank them for trusting Dawn.”

The contest is open to foodservice managers and independent restaurant owners in the United States who use Dawn. Customers can register at www.dawncelebrations.com during the month of March. Winners will be announced the week of April 14. For official rules and additional information on the Dawn Celebration Contest, call 1-800-817-6710.

Today, the Dawn line of cleaning products includes Dawn Manual Pot & Pan Detergent, Dawn Packets, Dawn Power Dissolver™, Dawn Heavy Duty Degreaser and Dawn Heavy Duty Floor Cleaner. For more information about these or any of P&G Professional’s product offerings, visit <http://www.pgbrands.com> or call 1-800-332-RSVP (7787).

About P&G Professional

Procter & Gamble Professional™ is the away-from-home division of Procter & Gamble, serving the foodservice, building cleaning and maintenance, hospitality and convenience stores industries. P&G Professional offers complete solutions utilizing its parent company's scale, trusted brands and strengths in market and consumer understanding. P&G Professional features such brands as Tide®, Folgers®, Dawn®, Mr. Clean®, Febreze®, Swiffer®, and its own brand, P&G Pro Line™. Please visit <http://www.pgbrands.com> for the latest information about P&G Professional's solutions.

About P&G (NYSE: PG)

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, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain® Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of almost 138,000 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.

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