



## News Release

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

**FOR IMMEDIATE RELEASE**

### **Chempol® MPS Wins the 2009 Presidential Green Chemistry Challenge Award**

WASHINGTON, D.C., June 22<sup>nd</sup>, 2009 – The Procter & Gamble Company (NYSE: PG) today announced that it has been awarded the “Presidential Green Chemistry Challenge Award for Designing Greener Chemicals” for 2009 by the U.S. Environmental Protection Agency (EPA) on behalf of the White House. The award, administered each year, recognizes individuals, companies and technologies that incorporate the ideals of sustainable chemistry into their formulation, manufacture, and end use. P&G Chemicals and Cook Composites and Polymers (CCP) jointly received the award based on the Chempol® MPS technology, which was collaboratively developed and commercialized by the partnering organizations.

Chempol® MPS is an innovative, Sefose®-based alkyd resin technology that enables formulation of paints and coatings with less than half the Volatile Organic Compounds, or VOC's, of traditional, solvent-borne alkyd coatings. Sefose® technology from P&G is prepared from natural, renewable feedstocks in a patented, solventless process. Chempol® MPS alkyd resins are specially-formulated to perform like traditional, petroleum-based alkyd resins while delivering both an improved environmental profile and an enhanced consumer usage experience.

“P&G Chemicals is honored to receive this prestigious environmental award”, says Camille Z. Chammas, general manager, P&G Chemicals. “The Sefose® and Chempol® MPS technologies are great examples of two things that P&G does best: innovation in sustainable chemistry by harnessing the creativity of our people, and long-term partnerships with best-in-class organizations. We are excited to jointly commercialize this technology,



which will be a win for paint manufacturers, our environment and the consumers that use the resulting products.”

The Sefose® technology is a key example of P&G’s ongoing commitment to sustainability and the resulting innovation to help deliver against our Company goals and principles. P&G established its five sustainability strategies in 2007 with specific, measurable goals in key areas. In November 2008, P&G released its tenth annual sustainability report which highlighted the company’s approach and progress toward meeting these goals. In March of 2009, the Company announced significantly increased targets for its 2012 sustainability goals. The updates reflect the company’s continued commitment and progress in improving the environmental profile of P&G’s products and operations and bettering lives of children in need through its *Live, Learn and Thrive*™ corporate social responsibility programs.

“Innovation is our lifeblood, and P&G’s long-term, disciplined approach to sustainable innovation remains a core priority for our Company,” said Bruce Brown, P&G’s chief technical officer (CTO). “Our Sefose® technology and the collaborative innovation behind Chempol® MPS are excellent examples of how our Connect + Develop<sup>SM</sup> capability should work, helping to enable the delivery of breakthrough and sustainable products to the marketplace that improve the lives of the world’s consumers.”

The distinction will be announced today at the 13th Annual Green Chemistry & Engineering Conference, a gathering for scientists, engineers and corporate leaders engaged in the business of sustainability. Len Sauers, P&G’s vice president, global sustainability, is one of the featured keynote speakers at the conference organized by the American Chemical Society (ACS) Green Chemistry Institute®.

### **About Procter & Gamble**

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®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G



community includes approximately 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.

### **About Procter & Gamble Chemicals**

P&G Chemicals, a business unit of The Procter & Gamble Company, is a global marketer of fatty alcohols, methyl esters, fatty acids, glycerine, tertiary amines, Sefose®, and Food Ingredients and has been in the chemical business for over 170 years. P&G Chemicals has sales offices in Cincinnati, Ohio; London, England; Geneva, Switzerland; Singapore, Beijing and Guangzhou, China.

### **About Cook Composites and Polymers (CCP)**

Quality products and superior customer service have made Cook Composites and Polymers (CCP) an international leader in the production and distribution of polyester gel coats and resins. CCP is the world's largest producer of polyester gel coats and the second largest producer of coatings resins. In addition, the CCP distributor network is North America's largest for composites and cast polymers. Headquartered in Kansas City, Mo., CCP has manufacturing facilities throughout the United States, Canada and Mexico. CCP affiliate companies include TOTAL, Cray Valley, Sartomer, Reacciones Quimicas, Peninsula Polymers and Progress Plastiques among others.

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#### **P&G Media Contact:**

Ross H. Holthouse  
513-626-0895  
[holthouse.rh@pg.com](mailto:holthouse.rh@pg.com)

#### **CCP Media Contact:**

Dennis Ryer  
816-391-6080  
[ryer@ccponline.com](mailto:ryer@ccponline.com)

