

# Procter & Gamble Professional

News Release

The Procter & Gamble Company  
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**FOR IMMEDIATE RELEASE**

## **PROCTER & GAMBLE PROFESSIONAL™ UNVEILS MR. CLEAN® MAGIC ERASER PROFESSIONAL PACK**

CINCINNATI, March 3, 2008 – P&G Professional, the away-from-home division of Procter & Gamble (NYSE: PG), announced the launch its Mr. Clean Magic Eraser Professional Pack. The new conveniently accessible 30-count pack Extra Power Magic Eraser lasts 50% longer than the original, providing increased durability for commercial needs.

Mr. Clean Extra Power Magic Eraser is part of the Trusted Trio of brands for deep restroom cleaning. The Extra Power Magic Eraser penetrates surface grooves to clean trapped dirt and grime. Comet® Disinfectant Bathroom Cleaner, a hospital-grade disinfectant, tackles the wet surfaces while Spic and Span® Disinfectant All Purpose Spray & Glass Cleaner, combines the power of a disinfectant, multi-purpose cleaner and glass cleaner in one to handle the dry areas.

“The Mr. Clean Eraser Professional Pack answers a market need for a commercial-grade Magic Eraser that erases stubborn restroom stains,” said Alex Morgan, assistant brand manager for P&G Professional. “Together with Comet and Spic and Span, this Trusted Trio provides a unique solution for deep restroom cleaning.”

The Professional Pack is exclusive to the commercial market. To learn more about P&G Professional or to find out where to order the Mr. Clean Eraser Professional Pack, visit [www.pgbrands.com](http://www.pgbrands.com) or call 1-800-332-7787.

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**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 [www.pgbrands.com](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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