

Procter&Gamble Professional®

News Release

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

FOR IMMEDIATE RELEASE

PROCTER & GAMBLE PROFESSIONAL® LAUNCHES TIDE® PROFESSIONAL LAUNDRY SYSTEM

New Commercial Laundry Program Features Industry-First Technology to Rejuvenate, Protect and Prolong Linen Life

CINCINNATI, Sept. 27, 2010 – Procter & Gamble Professional®, the away-from-home division of Procter & Gamble (NYSE:PG), today announced the launch of the Tide® Professional Whiteness Enhancer, a non-bleach rinse aid designed to enable whiteness rejuvenation, whiteness longevity and fabric strength, and help provide noticeably whiter linens in a single cycle.¹ This new addition to the Tide Professional Laundry System can help improve customers' bottom line by reducing linen replacement cost due to worn fabrics by up to 55 percent,¹ while keeping linens whiter and stronger for longer.²

“The enhanced Tide Professional Laundry System ensures that our customers are getting the most out of every laundry dollar spent,” said Eric Hetrick, P&G Professional North America Commercial Director. “Our newly formulated products can actually bring new life to older linens and our near-neutral pH system can help preserve fabric fibers instead of breaking them down like standard alkaline laundry products. Considering how important linens are to the guest experience, this improved system is an investment in the bottom line for our customers.”

In a recent survey,³ 95 percent of travelers surveyed said that they are concerned about the cleanliness of their room's towels and beddings. Specifically, 89 percent agreed with the statement that “soft bright whites make them believe towels and bedding are clean,” and 83 percent agreed that “rough dingy whites make them believe towels and bedding are dirty.” In fact, when asked what their reaction would be if they enter a hotel or motel guestroom with “dingy” or “not bright white” towels and bedding, an overwhelming 89 percent responded that they would take some action, including “request new towels and bedding” (66 percent), “call the

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front desk and complain” (58 percent), and/or “request to be moved to a new room” (42 percent).

P&G Professional’s enhanced Tide Professional Laundry System was developed to improve the performance of on-premise laundry operations by incorporating new cleaning technologies. The system encompasses four professional-strength products:

- Tide Professional Whiteness Enhancer – A non-bleach rinse aid that uses Triple Action Whiteness Technology to rejuvenate white linens.
- Tide 2x Professional Detergent – Laundry detergent that uses proprietary enzymatic technology to deliver Tide’s signature clean.
- Downy® Professional Fabric Softener – Dye- and perfume-free fabric softener.
- Clorox® Bleach – Laundry bleach that eliminates residual color from stains.

The Tide Professional Laundry System also features powerful specialty stain aids designed to remove a variety of stains, including those from grease and rust, to keep linens looking their best.

The introduction of the Tide Professional Whiteness Enhancer addresses two primary cost drivers in on-premise laundry operations: labor and linen replacement. Labor costs constitute almost half (46 percent) of laundry operation costs, and linen replacement accounts for almost a quarter (22 percent).¹ The Tide Professional Laundry System, featuring the Tide Professional Whiteness Enhancer, rejuvenates, protects and extends the life of linens, resulting in fewer replacement costs and more efficient laundry operations over time. Laboratory tests underscore the improvements compared to standard alkaline commercial programs:

- Whiteness Rejuvenation – The Tide Professional Whiteness Enhancer features Triple Action Whiteness Technology that immediately starts rejuvenating old, dingy linens. In tests, dingy and yellowed linens looked noticeably whiter in just a single cycle.¹
- Whiteness Longevity – The Tide Professional Laundry System featuring the Tide Professional Whiteness Enhancer ensures that linens continue looking white and bright even with age. The system helps protect the integrity of linen fibers over time, prolonging their whiteness and maximizing their time in use.²

- **Fabric Strength** – Alkaline detergents can actually damage linen fibers, making them weaker over time. The Tide Professional Laundry System is a non-corrosive near-neutral pH formula, which prevents fiber damage. Linens washed with the Tide Professional Laundry System are up to 1.5 times stronger compared to traditional alkaline systems,² and helps increase linen life and reduce premature linen replacement.

Over time, the use of Tide Professional Whiteness Enhancer as part of the Tide Professional Laundry System can result in a 55 percent cost savings in replacement due to worn fabrics, and a 33 percent cost savings in replacement due to yellowing or graying of fabrics.¹ New customers can realize up to a 15 percent savings in linen replacement budgets by reclaiming and rejuvenating old linens.¹

“We love the new Tide Professional Laundry System. It’s definitely whiter and brighter in our rooms. Our inspector noticed it as well on our towels and linens,” said Chrissy Manne, Hampton Inn. “Our linens were very, very white. We couldn’t tell the difference between the old and the new linens!”

Now available to property owners and managers nationwide, the new P&G Professional Tide Professional Laundry System, featuring the Tide Professional Whiteness Enhancer, is another example of the Procter & Gamble commitment to improve the quality and operation of commercial and professional customers through product innovation. For more information on P&G Professional’s Tide Professional Laundry System, please visit TideProfessional.com.

About Procter & Gamble 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[®], Dawn[®], Mr. Clean[®], Febreze[®], Swiffer[®], and its own brand, P&G Pro Line[®]. Please visit www.pgpro.com for the latest information about P&G Professional's solutions.

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About Procter & Gamble

Four 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 127,000 employees working in about 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.

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P&G Professional Media Contacts:

Chris Vuturo, P&G Professional External Relations, +513-871-5607 vuturo.cm@pg.com
Ella F. Ella, PainePR, +949-809-6764 ella@painepr.com

¹ Data on file

² Compared to a leading alkaline laundry system in a 50-cycle test

³ Survey conducted July 2010