P&G Announces Billion Dollar Commitment Towards Sustainable Products and Safer Drinking Water at 2009 Clinton Global Initiative Annual Meeting

**Release Date:**
Wednesday, September 23, 2009 8:08 am EDT

**Terms:**
P&G Corporate Announcements

**Dateline City:**
CINCINNATI

The Procter & Gamble Company (NYSE: PG) unveiled two multi-year commitments to improve the lives of millions of families across the globe at this year's Clinton Global Initiative (CGI). At the conference's annual meeting in New York City, the Company announced its Future Friendly commitment where they will be placing P&G Sustainable Innovation Products in 30 million U.S. homes by the end of 2010. This supports their larger, previously announced goal of $50 billion in cumulative sustainable product sales between 2007 and 2012. The Company also pledged to provide four billion liters of clean drinking water by 2012 through the Children's Safe Drinking Water program.

The sustainability commitment is part of P&G's new Future Friendly program, a natural resource educational initiative that will target millions of U.S. households by Earth Day 2010. Future Friendly is a multi-brand program that inspires and educates consumers on how to make sustainable choices that can have a positive impact on the environment. As part of this pledge, the Company will provide conservation education to at least 50 million U.S. households during the year.

To help P&G achieve the sustainability commitment, the Company's Pampers Brand unveiled a new diaper design that is 20 percent slimmer than before with no sacrifice in performance. It features reductions in key environmental indicators like global warming potential. And if current U.S. Pampers users* switched to the new Pampers slim diaper, they could together throw away the weight of a billion less diapers every three years.

P&G also committed to provide four billion liters of clean drinking water in the developing world through the Children's Safe Drinking Water program by 2012. This will save an estimated 20,000 lives and prevent an estimated 160 million days of diarrheal illness. As part of this effort, P&G will create an awareness campaign to reach at least 300 million people and will significantly expand its efforts to provide safe drinking water to people living with AIDS through new programs by AED, AMPATH, CARE, Child Fund International, FH, FXB, International Council of Nurses, PSI, UNC- Chapel Hill Medical School, Village AIDS Clinics, and World Vision by providing at least 250 million liters of safe drinking water to this vulnerable population.

"P&G is proud to announce these two commitments at the Clinton Global Initiative to further transform and save lives of families throughout the world," said Dimitri Panayotopoulos, vice chair of Global Household Care. "We are grateful to the Clinton Global Initiative, President Clinton, and our many partners for all their inspiration and support as we move forward with these programs to provide environmentally sustainable products to our consumers and clean drinking water to those in need in the developing world."

*About Procter & Gamble (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(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Gain(R), Pringles(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Actoneil(R), Duracell(R), Olay(R), Head & Shoulders(R), Wella(R), Gillette(R), Braun(R) and Fusion(R). The P&G community includes approximately 135,000 employees working in about 80 countries worldwide. Please visit [http://www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

*Refers to current Pampers Swaddlers and Cruisers users

**Language:**
English

**Contact:**
Procter & Gamble Company,
Greg Allgood, +1-513-602-7719, allgood.gs@pg.com
PainePR,
Angela Alvarez, +1-949-809-6702, +1-949-278-6124, mobile, aalvarez@painepr.com

**Ticker Slug:**
Ticker: PG