As P&G’s Soap Opera Era Ends, Our Innovation in Entertainment Continues

This week marks the end of an era for P&G Productions, as we say goodbye to our last company-owned soap opera, *As The World Turns*. After 54 years, the show will end its remarkable run on television on Friday 17 September 2010, when the final episode airs on CBS.

For the past five decades, *As The World Turns* has been entertaining audiences in the U.S. and around the world and providing P&G a platform for our brand messages. While we look back with great affection at this iconic program, we also look forward to continuing our history of innovation by presenting new entertainment that brings families together.

P&G has always been at the forefront of production innovation, with a rich history of produced programs, beginning with the development of radio serials in the 1930s. It was our sponsorship of these programs with brands like Duz and Oxydol that coined the phrase "soap opera."

In the decades that followed, P&G Productions created 20 soap operas on radio and television, becoming a pioneer in producing award-winning daytime serials like *As The World Turns* and Guiding Light, which ended in September 2009 after 72 years. *GL* still holds the Guinness World Record for the longest running show in broadcast history.

P&G’s experience in production goes beyond daytime television, having developed 50 made-for-TV movies and mini-series, more than 35 years of The People’s Choice Awards, as well as beauty pageants, variety shows and more.

P&G’s production focus now centers on creating and sponsoring programs that bring families together. This is exemplified through our innovative partnership with Walmart in the U.S. to bring back Family Movie Night. The first two products of our partnership "Secrets of the Mountain" and "The Jensen Project" were huge successes, both with our target audience and for our business. The next family movie night is in the works for late fall with a film titled “A Walk in My Shoes."

We’ve even been recognized for our work by the U.S. television industry through a Lifetime Achievement Award from the National Academy of Television Arts and Sciences at the Daytime Emmys. And in October, P&G will break new ground again, becoming the first corporation ever inducted into the Broadcasting & Cable Hall of Fame.

So, this week as we air the final episode of *As The World Turns*, we are closing an important chapter in P&G’s production history. *As The World Turns* will be remembered as groundbreaking and risk-taking – a drama with heart. Its beloved characters more like family members to those who tuned in day after day, year after year. We are proud of the show and its place in P&G’s history, and we’re extremely grateful to the generations of loyal fans who invited us into their homes every day.

Watch the tribute video.