

FINALLY: CHANGING TIRES, FUELING CARS TO YIELD GREAT PRIZES

Gillette “Triple Protection” Deodorant Launches Pit Crew Classic; Televised Competition to Crown Nation’s Top Pit Crew Competitor

Cincinnati, April x, 2007 – Gillette announced today that it will be crowning the nation’s top pit crew competitor in the Gillette “Triple Protection” Deodorant Pit Crew Classic.

Developed jointly by Procter & Gamble and Comcast Spotlight, the promotion highlights Gillette “Triple Protection” deodorant with a series of television spots featuring head-to-head pit crew challenges among 14 national finalists. **Finalists will** participate in three hands-on pit crew challenges: jacking a car, changing a tire, and fueling an engine. The winner **of the Pit Crew Classic** will be awarded a deluxe, all expenses-paid weekend in Chicago featuring a private dinner with Kasey Kahne, race car driver of the #9 Dodge Dealers/UAW Dodge.

Fans at home **also** can participate in **an** on-line sweepstakes May 21-July 7 at www.pitcrewclassic.com. One lucky winner will be awarded the same grand prize package as the top pit crew competitor.

“Pairing Gillette’s ‘Triple Protection’ deodorant with a promotion was a natural alliance,” said David Palmer, brand Manager for Gillette. “The Triple Protection Pit Crew Classic reaches a targeted male audience with an engaging, high-energy execution that emphasizes the features of Triple Protection Deodorant under the most demanding physical conditions. Men look for a deodorant that controls perspiration, retains a fresh scent, and remains transparent, no matter how hard or long they exert themselves. Triple Protection delivers all three of these levels of protection in one product.”

The taped competitions will air over **five** consecutive weekends in 13 markets during pro races, beginning June 9. Broadcast on both ESPN 2 and TNT, the spots will project a sports-action pace and include a female host/correspondent. **The grand prize competitor, to be announced in his own commercial spot July 1 on TNT, will win a race-themed prize package that includes:**

- **Private dinner in Charlotte with Kasey Kahne, driver of the No. 9 Dodge Dealers/UAW Dodge**
- **Private Tour of Evernham Motorsports**
- **A Richard Petty Driving Experience.**

In addition to the online sweepstakes, www.pitcrewclassic.com will offer recaps of the pit crew challenges and other Gillette race car-themed activities and elements.

“Comcast Spotlight has the unique ability to leverage **the power of popular cable** networks with a local, customized approach,” said Nancy Newman, integrated marketing managing at Comcast Spotlight. “This promotion will reach tens of millions of targeted men with the “Triple Protection” deodorant message. It’s an innovative and engaging promotion, appealing to guys who want to be a part of the excitement and project their personalities on TV.”

The Gillette Triple Protection Deodorant television spots will air in Atlanta, Boston, Charlotte, Chicago, Cincinnati, Dallas, Detroit, Indianapolis, Miami, Philadelphia, Richmond, San Francisco, and Washington DC.

Gillette introduced “Triple Protection” deodorant in **xx to . . .** **[to be supplied by P&G]**

For more information on the Gillette Triple Protection Pit Crew Classic, visit www.pitcrewclassic.com.

About Comcast Spotlight

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional and national advertisers. It is focused on moving the industry forward in advanced technologies and innovative products to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit www.comcastspotlight.com.

About Procter & Gamble

Two billion times a day, P&G brands touch the lives of people around the world. P&G’s beauty business had approximately \$8 billion in global sales in fiscal year 2002/03, making it one of the world’s largest beauty companies. The beauty business sells more than 50 different brands in over 130 countries worldwide. Its beauty brands include Pantene®, Head and Shoulders®, Olay®, SK-II®, Max Factor®, Cover Girl®, Joy®, Hugo Boss®, Herbal Essences® and Clairol Nice ’n Easy®. The P&G community consists of nearly 98,000 employees working in almost 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.