



News Release

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

FOR IMMEDIATE RELEASE

CHARMIN SENSITIVE VOTED BEST NEW BATHROOM TISSUE BY CONSUMERS

Award Announced in June Issue of Better Homes and Gardens on Newsstands Today

CINCINNATI, OH (May 2, 2011) – Procter & Gamble’s [NYSE: PG] Charmin Sensitive® has been voted the best new bathroom tissue in 2011* in the June issue of *Better Homes and Gardens*, on newsstands today. The third annual Best New Product Awards issue highlights 42 winning consumer products in the categories of health and beauty, food, and household care – which is where Charmin Sensitive is featured.

“It’s great to hear the product has been so well received by consumers,” said Hailee Hoffman, Brand Manager for Charmin Sensitive. “Being voted the best new bathroom tissue lets us know that this product delivers a level of quality and comfort for consumers. Each roll contains a touch of soothing lotion with aloe and vitamin E, providing a gentle and comfortable clean.”

Winning products were selected as part of an extensive BrandSpark International/*Better Homes and Gardens* American Shopper Study, which surveyed more than 50,000 consumers. To determine the winners, the survey included key questions about individual product appeal and intent to repurchase among shoppers who had actually purchased the product. Each of the 42 product categories had between three and five products from at least two different manufacturers. In order to win, the product had to have the highest combined score on product appeal and re-purchase intent among those who had previously purchased the product.

“*Better Homes and Gardens* is driven by the passion that our 39 million readers have for their home and the life they create there,” said James Carr, Sr. Vice President and Group Publisher of *Better Homes and Gardens*. “This survey affords us the ability to go one step further in understanding them and their current shopping and lifestyle trends, as well as identifying the new products that are enriching their lives. We expect these findings to continue to have big impact with consumer product brands, and will help them in directly reaching today’s buying consumer.”

As the market's only bath tissue that contains soothing lotion with a touch of aloe and vitamin E, Charmin Sensitive provides consumers with a comfortable clean to help pamper skin. It is available in grocery and mass merchandisers nationwide, in addition to online retailers.

For a complete list of the 42 winning products, visit www.BestNewProductAwards.com or pick up a copy of the June issue of *Better Homes and Gardens*, on newsstands today.

For more information about Charmin Sensitive, visit <http://www.charmin.com/>.

*Based on a national study by BrandSparkInternational. For more information visit www.BestNewProductAwards.com.

About Charmin

Charmin has been America's most popular toilet paper for more than 25 years. In the U.S., P&G offers Charmin Ultra Soft and Charmin Ultra Strong - premium two-ply toilet paper; Charmin Basic - a one-ply toilet paper; Charmin Sensitive - with gentle and soothing lotion with a touch of aloe & E; and Charmin Freshmates - flushable moist wipes. For more information on Charmin, visit <http://www.charmin.com/>.

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®, 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 <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. www.BrandSpark.com

About *Better Homes and Gardens*

Better Homes and Gardens serves and connects women who are passionate about their homes and the lives they create there. BHG inspires her to dream and gives her the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

###

P&G Media Contacts:

Laura Lewis – Procter & Gamble - +1-513-634-2778 Lewis.la.1@pg.com

Patrick Rich – MSL - +1-212-468-4104 Patrick.Rich@msslgroup.com