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## **CHERYL BURKE TEAMS UP WITH CREST WHITENING EXPRESSIONS TO FIND THE NEW CATCH PHRASE**

*-- Winner's Catch Phrase will Appear in New Expressions TV Commercial --*

**CINCINNATI, OH**, September 22, 2008 – From the tango to the samba, when it comes to choreographing a winning dance routine, two-time *Dancing with the Stars* champion Cheryl Burke loves how the flavors of Crest Whitening Expressions help her to spice up her moves. Cheryl has partnered with Crest Whitening Expressions to launch the **“What’s Your Catch Phrase?”** contest and encourage consumers to bring a little flavor to their own lives.

“Crest Whitening Expressions inspires me to be creative and add flavor to my dance moves. The Extreme Herbal Mint is my favorite because the bold taste of natural mint keeps me on my toes and leaves my mouth feeling fresh and clean,” says Cheryl. “I use dance as a way to express my passions and emotions, but after using the Crest Whitening Expressions toothpaste I’m going to use my catch phrase, ‘Makes Me Dance’, to express how I feel.”

Consumers can follow in Cheryl’s footsteps by entering the **“What’s Your Catch Phrase?”** contest, which is searching for the new catch phrase that best captures the essence of the flavor experience in Crest Whitening Expressions. The winning catch phrase will be featured in an upcoming Crest TV commercial.

From Sept. 15, 2008 through Oct. 17, 2008, consumers 18 years of age or older can enter the contest by posting a video of their catch phrase online at [crest.com/whatsyourcatchphrase](http://crest.com/whatsyourcatchphrase). Submissions must be thirty seconds or less and capture the essence of Crest Whitening Expressions in ten words or less. Please visit <http://www.crest.com/whitening-expressions-toothpaste/catch-phrase-youtube-rules.jsp> for complete contest rules and regulations. On Oct. 24, 2008 up to five finalists will be

chosen and America can vote to determine the winner. The winner will be announced during the week of Nov. 10, 2008 and the winning catch phrase will appear in an upcoming Crest Whitening Expressions TV commercial. In addition, the winner will be invited for an all-expense paid trip to New York for a behind-the-scenes visit to the production of the commercial!

### **ABOUT CREST WHITENING EXPRESSIONS**

Crest Whitening Expressions combines specially developed flavors with the whitening power of Crest in four exciting varieties:

- **NEW WINTERGREEN ICE** – delivers an icy burst of wintergreen flavor that cools the mouth and wakes your senses.
- **CINNAMON RUSH** – a bold blast of cinnamon that keeps the taste buds tingling.
- **EXTREME HERBAL MINT** – delivers an intense rush of natural mint with herbal extracts for an invigorating brushing experience.
- **REFRESHING VANILLA MINT** – combines refreshing mint with vanilla flavors for a cool and inviting brushing experience.

### **ABOUT CHERYL BURKE**

Cheryl Burke has over 17 years of dancing experience and several championship titles under her belt. Cheryl is trained in both Standard and Latin ballroom dancing and has competed in this category throughout the world winning several championships including 2005 Ohio Star Ball Rising Star Champion, 2005 San Francisco Open Latin Champion, 2005 World Cup Professional Rising Star Latin Champion, several UK Championships, and a fourth place showing in the U.S. "Under 21's" division. Cheryl has tangoed and sambaed her way into the hearts of millions through the hit ABC television show *Dancing with the Stars* and recently became the show's only professional dancer to appear in the finals three times, becoming champion twice with Emmitt Smith in Season 3 and Drew Lachey in Season 2. She will return to *Dancing with the Stars* new season airing this September. In the spring of 2008 Cheryl opened her first dance studio, the highly successful Cheryl Burke Dance, in San Francisco and has plans to open another studio this fall.

### **ABOUT CREST**

As a trusted leader in oral health, Crest helps consumers maintain healthy, beautiful smiles for life. Crest is committed to building on its history of developing innovative oral care products that meet the needs of consumers around the world. Since 1955 when Crest introduced the first fluoride toothpaste proven effective, it is estimated that Crest has helped prevent more than half a billion cavities in the United States alone. Crest also was the first toothpaste to secure the ADA Seal of Acceptance. Today Crest offers a family of products including toothpastes, toothbrushes, mouthrinses, floss and whitening

treatments. Please visit [www.Crest.com](http://www.Crest.com) for more product information, dental hygiene tips, special offers, promotions and more.

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