

DeVries Public Relations
Jenna Dalto/212-891-0404
jdalto@devries-pr.com
Procter & Gamble
Allison Yang /513-622-4527
Yang.al.3@pg.com

FOR IMMEDIATE RELEASE

**CREST WHITENING EXPRESSIONS “KICKS IT UP A NOTCH” WITH A
PROPRIETARY FLAVORED SYSTEM**

— *Introduces New Flavor, Wintergreen Ice* —

CINCINNATI, May 15, 2008 – Crest Whitening Expressions kicks it up a notch with a new, uniquely formulated flavor system that combines great flavors with a bold blast of freshness while brushing. Crest Whitening Expressions also introduces a new flavor to its line, Wintergreen Ice. The new flavor cools the mouth and wakens the senses making the ordinary brushing experience EXTRAORDINARY!

The enhanced line of Crest Whitening Expressions is distinctly designed with a proprietary combination of flavor accords —only available from Crest. These flavors, combined with our patented coolant technology deliver a refreshing sensation during brushing which signals a clean feeling in the mouth. Additionally, the new formulas offer two types of silica that work together to gently polish away surface stains for a whiter smile.

“Crest Whitening Expressions has been core to the Crest brand since 2003. We wanted to provide our consumers with an updated version of a product they already loved” says Diane Dietz, General Manager Procter & Gamble. “To do this, we introduced a new variant to the line, Wintergreen Ice. In addition, we researched ways to make the existing formula better tasting to bring a delightful brushing experience into homes across America.”

-more-

FOUR BOLD FLAVORS:

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.

Availability

The new formula of the Cinnamon Rush, Extreme Herbal Mint, and Refreshing Vanilla Mint flavors will be available this July 2008. Wintergreen Ice will be available in August 2008. Crest Whitening Expressions has a suggested retail price of \$3.49 for a 6.0 oz tube and 4.6 oz bottle of liquid gel and \$3.99 for 7.8 oz. tube and will be sold at mass, food and drug retailers nationwide.

ABOUT CREST

A trusted leader in oral health, Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since first introducing fluoride toothpaste 50 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States. In addition, Crest created Crest Healthy Smiles, a national outreach program designed to help improve the state of oral health in America. Each year, the Crest Healthy Smiles program provides education, tools, and increased access to dental professionals to underserved children and their families nationwide. Headquartered in Cincinnati, OH, Crest is owned and distributed by Procter & Gamble.

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®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

###