

DeVries Public Relations
Jenna Dalto/212-891-0404
jdalto@devries-pr.com

Procter & Gamble
Allison Yang /513-622-4527
Yang.al.3@pg.com

EMERIL LAGASSE PARTNERS WITH CREST WHITENING EXPRESSIONS TO FIND THE NEW CATCH PHRASE

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

CINCINNATI, OH, September 15, 2008 – **Emeril Lagasse**, renowned chef, restaurateur and America's beloved expert on everything flavorful, knows the importance of spicing up everyday life. The ultimate chef has once again partnered with **Crest Whitening Expressions** to re-launch its line of flavored toothpastes. The Crest Whitening Expressions toothpastes are new, uniquely formulated products with a sensational flavor system and a new flavor, Wintergreen Ice. To celebrate in the name of great flavors, Crest Whitening Expressions and Emeril are hosting the **“What's Your Catch Phrase?” contest** in search of the new catch phrase that best captures the essence of the flavor experience of Crest Whitening Expressions. The winning catch phrase will be featured in a new Crest TV commercial and just might be bigger than “BAM!”

“I'm all about surprising people's palates and encouraging them to incorporate flavor into their daily life in small ways, like brushing your teeth with a delightfully flavored toothpaste,” says Lagasse. “I'm thrilled to be working with Crest Whitening Expressions again, this time in the search for the next catch phrase. It's fun to change things up now and again, so I am excited to see what consumers will ‘whip’ up for the new commercial. We'll see if anyone can beat my BAM.”

Beginning Sept. 15, 2008, consumers 18 years of age or older can enter the contest by posting a video of their catch phrase on crest.com/whatsyourcatchphrase. Submissions must be thirty seconds or less and capture the essence of Crest Whitening Expressions – unique flavor with a bold blast of freshness. 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. The winning catch phrase will appear in a new Crest Whitening Expressions TV commercial, and 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!

Emeril Lagasse and Crest Whitening Expressions have a long history together. Five years ago, Lagasse helped launch Crest Whitening Expressions with his infamous “BAM” expression that he still uses today.

CREST WHITENING EXPRESSIONS’ 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.

ABOUT EMERIL LAGASSE

Emeril Lagasse is the chef/proprietor of ten award-winning restaurants in New Orleans, Las Vegas, Orlando, Miami and Gulfport, MS. He is a national TV personality and host of Emeril Green, a new series exploring fresh and seasonal ingredients on Discovery Communications' Planet Green. He has hosted over 1500 shows on the Food Network, and is the food correspondent for ABC's "Good Morning America." Lagasse is the best-selling author of twelve cookbooks including “Emeril's New New Orleans” and “Emeril's There's a Chef in My World.” Emeril Lagasse joined the Martha Stewart family of brands in April 2008, when Martha Stewart Living Omnimedia Inc (NYSE:MSO) acquired the assets related to Lagasse’s media and merchandising business, including television programming, cookbooks, emerils.com website and his licensed kitchen and food products. BAM!® is a registered trademark of MSLO Shared IP Sub LLC.

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 for more product information, dental hygiene tips, special offers, promotions and more.

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