

I Play Clean™ and Old Spice Partnership Fact Sheet

About I Play Clean™

I Play Clean is a grassroots educational campaign operated by the Butkus Foundation, a non-profit organization created by sports legend Dick Butkus and his son Matt Butkus. Formed in 2007, the program's goal is to eliminate the use of illegal steroids among high school age teens by educating all high school students, parents, teachers and coaches about healthy performance alternatives to dangerous steroids.

The illegal use of steroids and other performance enhancing drugs in sports has reached high school age teens in large numbers. Despite aggressive crackdowns on suppliers, at least 500,000 high school age teens report they have experimented with steroids. Actual numbers could be far greater. There is a critical need for high school students, parents and educators to know and understand the dangerous health risks of steroid use and healthy alternatives for enhancing athletic performance. The I Play Clean program encourages everyone to take the I Play Clean pledge and take a stand against steroid abuse. For more information, visit www.IPlayClean.org.

How Was I Play Clean Developed?

Having been involved in the professional sporting arena for more than 40 years, Dick Butkus has always been driven to eliminate performance-enhancing drugs from the playing field. However, last year, Dick and Matt heard a heart-wrenching story from Don Hooton, a Texas businessman whose son, Taylor, committed suicide as a result of taking steroids. Butkus believes that everyone surrounding active teens – including current and past athletes – needs to speak up in favor of healthy alternatives to illegal steroids: eating well, training hard and playing with attitude.

Old Spice and I Play Clean

Old Spice, a leading male grooming brand for 70 years, has been an active, long-time supporter of young athletes and sports. This includes the nationally-recognized Old Spice Red Zone Player of the Year program, which honors high school football players for their strengths both on and off the field. The Old Spice Red Zone Player of the Year program is not just about stardom. It's about players who dominate the game through leadership, commitment, determination and a winning attitude – all the things that make a player the guy his teammates look to when the heat is on.

Through the Red Zone Player of the Year Program, Old Spice will help I Play Clean extend its reach to 10,000 schools that serve 71 percent of high schools across the country. Participating schools will receive educational curriculum kits for athletic directors and teachers at the start of the 2008 school year.

The I Play Clean program provides an organized, positive campaign that mobilizes athletes, coaches, parents and fans to make the right choice when it comes to playing their best. The I Play Clean campaign and Old Spice encourage everyone to join the fight to help end steroid abuse, save lives and strengthen the future of sports. By visiting www.IPlayClean.org, people can take the I Play Clean pledge, learn more about the program and submit a photo celebrating their commitment to play clean.

More About Dick Butkus

Butkus is considered by his peers to be the best defensive player in the history of football. As linebacker for the Chicago Bears, he was a fierce competitor who played in eight straight Pro Bowls and was considered by *Sports Illustrated* to be “the most feared man of the game.”

More About Old Spice

P&G's Old Spice celebrates 70 years as an American icon. Old Spice is the authority on the male grooming experience and has leveraged this heritage to become the No.1 selling antiperspirant/deodorant stick and body wash brand. The brand has delivered a variety of products that are relevant and essential to guys of all ages, including antiperspirants, deodorants, body washes, body sprays, after shaves and colognes. For more information, go to www.oldspice.com.

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