



News Release

**The Procter & Gamble
Company**

One P&G Plaza
Cincinnati, OH 45202

FOR IMMEDIATE RELEASE

PROCTER & GAMBLE FAMILY CARE TO BUILD NEW MANUFACTURING FACILITY

**Box Elder County in Utah selected as site to build new manufacturing facility for Bounty
and Charmin**

CINCINNATI, (October 17, 2007) – Procter & Gamble Family Care, which includes the tissue/towel brands of Bounty, Charmin, and Puffs, will increase its manufacturing capacity by building a new plant in Box Elder County, Utah.

The new facility will enable P&G Family Care to better serve the Western U.S., which is the fastest growing region of the United States. The facility will include a new paper machine, converting lines, and warehouse space. Groundbreaking is expected in early 2008 with the new paper machine starting up in early 2010. Many of the energy and water conservation technologies developed and implemented at existing Family Care manufacturing sites will be incorporated into the design and construction of this new facility.

“Utah is proud that Procter & Gamble has chosen to locate its newest manufacturing plant here,” said Governor Jon Huntsman. “It’s been an honor for me over the past several months to get to know many from the P&G team. I look forward to officially welcoming one of America’s top corporate citizens to the State of Utah.”

“Procter & Gamble is excited to be joining the community of Box Elder County, Utah,” said Mary Lynn Ferguson-McHugh, President of P&G Family Care. “We are looking forward to working in partnership with this community for a long time. This facility will increase the number of skilled jobs available in Northern Utah while enabling P&G to better serve consumers in western U.S.”

Procter & Gamble’s Family Care business has grown consistently over the past three years on the strength of innovations like Charmin Ultra Strong, Puffs with the Scent of Vicks, and Best Ever Bounty. P&G has addressed this increase in demand by building new paper machines at existing sites and by improving the efficiencies of existing machines. Procter & Gamble Family Care currently has five manufacturing sites in the United States: Albany, GA, Cape Girardeau, MO, Green Bay, WI, Mehoopany, PA and Oxnard, CA. The Box Elder County plant will be the first new Family Care manufacturing facility in the U.S. since Oxnard began operation in 1973.

The Box Elder county plant is expected to be about an initial 300 million dollar investment with approximately 300 employees. Based on other Family Care manufacturing plants, additional local spending at the site is expected to be about four times greater than local payroll. P&G Family Care plants lead the Company in developing diverse workforces and in supporting the needs of local communities and employees. Examples include an on-site 24/7 Child Care Center at the Albany facility, a high level of community involvement and contribution to local charities, and a high efficiency cogeneration facility at Oxnard that supplies surplus energy to the city.

About Procter & Gamble

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®, Gain®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 138,000 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.

#

P&G Media Contact:

Celeste Kuta, P&G Family Care External Relations
(513) 634-1519
Kuta.cc@pg.com