



P&G Professional North America
2 Procter & Gamble Plaza, TE-6
Cincinnati, OH 45202
www.pgbrands.com

July 7, 2008

To Our Valued Customers:

Effective September 8, 2008, Procter and Gamble Professional will increase prices on our Professional, Paper, Duracell and Oral Care SKUs. The average increase of 6.7% will vary by SKU.

Transportation, energy and petrochemical based raw materials costs have risen substantially since our last price increase. P&G Professional consumers expect high-performance, high-value products backed by continuous innovation, cost optimization and safety assurance. Despite ongoing cost saving initiatives, this increase is required to protect our innovation capability and to begin recovering increasing costs.

Orders of up to 4 weeks average movement placed by September 7 and shipped by October 5, 2008 will receive the old price. Please contact your P&G Professional representative if you have any questions.

Thank you for your continued support of our brands.

Eric S. Hetrick
Director - P&G Professional North America
Customer Business Development