

April 14, 2011

To Our Customers:

Effective on June 6, 2011 Procter & Gamble will revise pricing on the following Categories/Brands:

List Price Increases:

<u>Brands</u>	<u>Weighted Avg Increase</u>
• Tide, Cheer, Gain, and Dreft Powders	+13%
• Cascade	+9%
• Dawn Ultra	+10%
• Ivory, Joy Ultra Dish	+10%
• Head & Shoulders Hair Care Products	+3.5%
• Metamucil Powders, Capsules, Wafers	+15%
• Swiffer Dusters 360	+13.8%

To recoup the cost of commodities, P&G must balance cost savings, and where appropriate, price increases.

- Spot prices for P&G's key materials and energy inputs are up more than 20% versus last year's levels (on a weighted-average basis).
 - These commodity cost increases, where they are occurring, are broad-based — in other words, they affect the entire industry. The largest individual items included palm oil, diesel fuel, polypropylene, HDPE, laurics, kerosene and resins.

Your P&G Professional representative will provide details and answer any questions.

Thank you for your continued support of our brands.

Mark Porst
Associate Director – P&G Professional North America
Customer Business Development