

PRESS RELEASE

Pampers and UNICEF pledge aims to save 250 million lives

Johannesburg, - Local celebrity, mom and businesswoman, Basetsana Kumalo, was selected by Pampers and UNICEF as the local spokesperson for their global One Pack = One Vaccine campaign.

The multi-year campaign, which will attempt to eliminate neonatal and maternal tetanus in developing regions in Africa, aims to provide more than 250 million vaccines to babies and mothers in need of this vital life-saving vaccine by 2012.

Locally the One Pack = One Vaccine partnership aims to contribute more than three million vaccines to the global campaign, which was launched earlier this year.

“Millions of babies die from easily preventable diseases every day. We invite all parents to take part in this exciting campaign - for every specially marked Pampers pack that you buy, you will be helping to save one life,” Andy Peterson, GM of Procter & Gamble, the manufacturer of Pampers, said.

Neonatal and maternal tetanus, which is estimated to kill one child every three minutes, is an easily preventable disease, which if properly managed, can be eliminated. “The silent killer, as it has become known, has ravaged many countries on the African continent. We are delighted to have a global brand like Pampers on board as our partner,” Leila Pakkala of UNICEF said.

Whilst in South Africa, tetanus vaccines are readily available there are other life-threatening diseases, which UNICEF is campaigning for locally. “HIV and malnutrition related illnesses are two of the major causes behind infant mortality in South Africa. We are pleased to announce that a portion of the total funds raised will go to UNICEF South Africa to help vulnerable communities in their fight against these diseases,” Peterson said.

“The plight of children affected by poverty and preventable diseases in Africa is shocking, the One Pack = One Vaccine campaign is one small step that will result in millions of lives being

saved,” Basetsana Kumalo said. “I am honoured to have been selected alongside the UNICEF global spokesperson Salma Hayek as the local spokesperson for the Pampers UNICEF partnership.”

This first One Pack = One Vaccine campaign, which kicks off locally in November 2008, will run until February 2009. By buying a specially marked Pampers pack, you will be helping to save the life of one child.

To support UNICEF’s work in South Africa, please visit: www.unicef.org/southafrica

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and from HIV and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.