

PRESS RELEASE

THE BABY EXPO™ joins Pampers and UNICEF

Initiative aimed at saving millions of babies' lives

Pretoria 3 Nov, 2008...In a new global initiative aimed at saving millions of babies' lives, Pampers and UNICEF South Africa have come together to help eliminate tetanus, a silent killer of mothers and infants on the African continent.

Tetanus is rife in underdeveloped countries, with an estimated 140, 000 babies dying from newborn tetanus and up to 30,000 women dying from maternal tetanus each year. A simple vaccine can help prevent these senseless deaths. The mechanism is simple, for every specially marked pack sold, Pampers will donate the cost of 1 tetanus vaccination to UNICEF.

In support of the new Pampers UNICEF campaign, One Pack = One Vaccine, The Baby Expo has selected the campaign as their charity of choice for The Baby Expo Cape Town from 7 to 9 November at the Cape Town Convention Centre.

The Baby Expo Cape Town is one of the first places parents, and parents-to-be, can buy their specially marked Pampers packs and support the Pampers UNICEF One Pack = One Vaccine campaign, in addition, The Baby Expo Cape Town will donate a percentage of funds from ticket sales to the campaign.

Pampers has been a supporter of The Baby Expo since its inception, and views the expo as a valuable platform to interact with parents and empower them with knowledge on babies' development through a series of workshops.

A number of activities are planned for the Cape Town event:

Pampers Workshops: On behalf of every person seated during a PISA workshop, Pampers will donate the cost of 1 tetanus vaccine to UNICEF.

The Pampers UNICEF wall: Moms who have purchased Pampers packs at Baby City can go to the Pampers stand where a picture will be taken of mother and baby. Baby's hand print will be imprinted

on the giant Pampers wall. They will also receive a photo frame with the slogan: "Me and Mommy helped save a life".

UNICEF: On Friday and Saturday, Joan Matji, Senior Nutrition Specialist will be at the Pampers stand and will be available to explain the initiative and other UNICEF work to mothers who can make additional donations.

Corporate Social Responsibility is becoming increasingly important for both local and global companies, who are continuously contributing more time, resources and funds towards the betterment of society. Through its partnership with UNICEF, Pampers is one brand making a determined effort to help those in need.

In South Africa, the 2008/2009 One Pack=One Vaccine campaign aims to contribute the cost of more than three million tetanus vaccines to the global initiative. Together with the support of moms worldwide, Pampers have already donated the cost of 50 million vaccines and aims to raise the cost of a total of 200 million vaccines.

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According to Projeni Pather, Managing Director of Exposure Marketing and Communication, a 5 per cent donation from all tickets sold at this year's Baby Expo in Cape Town, will be used to support UNICEF's child survival programs in South Africa, including a campaign to provide life saving vitamin A capsules to over 4 million children.

Elaborating on the company's reasons for choosing UNICEF as this year's beneficiary, he added, "We feel that UNICEF is an excellent match for the event, a cause which aims to protect mothers and babies speaks to every participant and visitor at the show. We are proud to be able to make a difference in this way on behalf of all moms."

Visitors to The Baby Expo Cape Town from 7 – 9 November are invited to visit the Pampers stand at the Cape Town International Convention Centre. Doors at the expo will be open from 9am – 6pm daily, and tickets are R40 per person, with kids under the age of 10 getting in for free.

Notes to editors:

Definition of 'Eliminate'

Our goal is to help UNICEF support countries in achieving maternal and newborn tetanus elimination (not eradication). Elimination is defined as less than one case of newborn tetanus per 1,000 live births in every district of every country (as evaluated by WHO). Eradication would imply the total disappearance of the disease and suggests there is no need to vaccinate which is not feasible due to the nature of the disease thriving in the environment through soil.

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(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Gain(R), Pringles(R), Folgers(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Actonel(R), Duracell(R), Olay(R), Head & Shoulders(R), Wella(R), Gillette(R), Braun(R), and Fusion(R). 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.

SOURCE: The Procter & Gamble Company

About UNICEF:

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, a 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.

For further media information or for an interview with Joan Matji, please contact: UNICEF South Africa: Yvonne Duncan, Mobile: +27-82-561-3970, email: yduncan@unicef.org

To find out more about how to create a partnership with UNICEF please contact: Justin Bradfield, Mobile:+27 82 829 0872, email: jbradfield@unicef.org .

Visit www.unicef.org/southafrica where you can make a donation to help change a child's life.

The Baby Expo™

For more information, visit www.thebabyexpo.co.za

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