



**P&G Professional North America**  
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August 4, 2008

To Our Valued Customers:

Effective on October 13, 2008, Procter and Gamble Professional will implement a price increase on our retail Laundry, Fabric Enhancers, Auto and Liquid Dish, Cleaners, Hair Care, Shave, Personal Cleansing and Personal Health Care SKUs. This increase will average approximately 8.2% across the different categories and vary by SKU.

In conjunction with the price change, P&G Professional is adjusting the price bracket spreads on 8 SKUs an average of 4% primarily for Price Brackets 1 and 2. These new spreads reflect P&G's supply chain costs to ship in the various price brackets offered and are consistent with our other SKUs. Therefore, please review and update your pricing tables to reflect the new changes on all price lists.

Today's announcement is consistent with our previous corporate announcements on the retail side of our business. We chose to bundle all of these categories together with a single effective date to reduce the burden on your systems. Even with the recent dip in crude oil and our ongoing cost saving initiatives, this increase is required to protect our innovation capability and begin recovering some of the commodity costs incurred.

As I shared before, our continued focus is to provide products and propositions that deliver high performance at an excellent consumer value. Through this price increase we will be able to continue to offer the innovation and outstanding performance consumers and end-users have come to expect from P&G Professional Products.

Orders placed on or before October 12, 2008, will receive the old price. Purchases of old price product will be limited to four weeks of average movement and must ship no later than November 9, 2008. 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