

March 25, 2010

To Our Valued P&G Professional Customers:

Effective July 1, 2010 Procter and Gamble Professional will move to “even-penny” pricing at the item-level on Best Bracket. As a result, almost all P&G products will experience a change in price at all brackets. We used standard rounding rules (>.0049 increased and <.005 decreased to an even penny). Most changes are small with products increasing or decreasing slightly. This resulted in an overall decrease across Procter & Gamble Professional. The affect on your overall pricing depends on the mix of products that you purchase.

Even-penny prices are driven by P&G’s move to the SAP order billing system. SAP provides long-term simplification and cost benefits that will benefit P&G and our customers.

We will share more information about this move over time. Your P&G Professional representative will provide additional details and answer any questions you have. Please change your order systems to reflect the new prices detailed on the attached price list.

Thank you for your continued support of our brands.

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