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FOR IMMEDIATE RELEASE

IT'S ALL IN THE NAME

***-- Ryan Seacrest Partners with Crest® and Scope®,
Makes Donation to Operation Smile --***

CINCINNATI, June 28, 2007 – He's known to keep a travel-size bottle of Scope in his glove compartment and his name is Ryan Seacrest, so it was really only a matter of time before he partnered with Crest and Scope. As if Ryan wasn't already one of the hardest working personalities in Hollywood as the host of multiple major television and radio shows, he has signed a yearlong deal with Crest and Scope.

"We're excited to work with Ryan as he truly embodies the confidence that Crest and Scope represent," says Diane Dietz, General Manager, P&G North American Oral Care. "And, of course, he has one of the brightest and freshest smiles in Hollywood!"

The partnership includes print and broadcast advertising, an interactive campaign, in-store promotions and public relations appearances. This fall, there will be a chance for consumers to tap into Ryan's confidence through new Crest and Scope products and a consumer contest that puts a lucky consumer and her friends in the spotlight.

In addition, Crest, Scope and Ryan are working together to raise awareness for one of Ryan's favorite charities. Sharing the belief that children worldwide should benefit from the confidence of having a healthy, beautiful smile, Crest and Scope will match Ryan's personal donation to Operation Smile.

"Signing onto be the spokesperson for Crest and Scope was a perfect way for my work persona to fulfill a philanthropic need. Fresh breath and a white smile are important factors in my confidence whenever I have to step onstage," says Seacrest. "There are children in many countries who are born with mouth deformities and have no access to simple dental hygiene that have never been able to experience that same level of assurance."

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“When I was traveling in Africa, I was able to see first hand the need for an organization such as Operation Smile, that works with these types of children providing dental and medical assistance, and I immediately wanted get involved. I’m thrilled that Crest and Scope share my enthusiasm about the importance of spreading smiles to children worldwide and will match my donation, making it possible for us to raise awareness for this cause together,” says Seacrest.

ABOUT CREST

A trusted leader in oral health, Crest was the first oral care brand to secure the ADA Seal of Acceptance for a clinically proven fluoride toothpaste. Since first introducing fluoride toothpaste 50 years ago, it is estimated that Crest has helped prevent more than half a billion cavities in the United States. In addition, Crest created Crest and Oral-B Healthy Smiles, a national outreach program designed to help improve the state of oral health in America. Each year, the Healthy Smiles program provides education, tools, and increased access to dental professionals to underserved children and their families nationwide. Headquartered in Cincinnati, OH, Crest is owned and distributed by Procter & Gamble.

ABOUT SCOPE

Scope mouthwash kills millions of bad-breath germs and keeps the mouth feeling clean and refreshed. It is available in Peppermint, Original Mint, Cinnamon Ice and Citrus Splash at mass market retailers. Visit www.GetClose.com for more information.

ABOUT OPERATION SMILE

Operation Smile (www.operationsmile.org) is a worldwide children's medical charity whose network of global volunteers provide free reconstructive facial surgery to repair childhood facial deformities such as cleft lip and cleft palate. Medical training and education helps build public and private partnerships that advocate for sustainable healthcare systems for children and families where none are available.

ABOUT PROCTER & GAMBLE (NYSE:PG)

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®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of almost 140,000 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.

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