



The Procter & Gamble Company
One P&G Plaza
Cincinnati, OH 45202

NEWS RELEASE

FOR IMMEDIATE RELEASE

**USAID ANNOUNCES PARTNERSHIP WITH PROCTER & GAMBLE FOR PAKISTAN
EARTHQUAKE SURVIVORS**

WASHINGTON and CINCINNATI, October 20, 2005 – The United States Agency for International Development (USAID) and Procter & Gamble (NYSE: PG) announced today a \$600,000 public-private alliance to provide safe drinking water for survivors of the devastating earthquake in Pakistan.

“Working in partnership with the private sector assists USAID in addressing pressing development problems. We’ve used this safe water technology successfully in many emergency situations, and now we’re working to quickly support an additional 55,000 households in areas affected by the earthquake,” said USAID Administrator, Andrew S. Natsios.

“P&G is proud to be part of this amazing public health effort for the people of Pakistan as they face the worst natural disaster in their history. Our long-standing relationship with USAID has helped us to quickly mobilize our response to the earthquake,” said Greg Allgood, Director of the Children's Safe Drinking Water Program at P&G. “The partners of the Safe Drinking Water Alliance will together provide more than 50 million liters of safe drinking water to the earthquake survivors.”

USAID and Procter & Gamble’s first partnership on clean water dates back to 2003, when USAID provided funding for the Safe Drinking Water Alliance. The partnership launched PUR, a new point-of-use water purification product developed by P&G to provide safe water in Ethiopia, Haiti, and Pakistan.

This new partnership is specifically dedicated to providing clean drinking water to the victims of the devastating earthquake in Pakistan. Global relief groups can demonstrate that when properly deployed, PUR is practical and effective for providing safe drinking water in emergencies. More than 20 million sachets of PUR were previously distributed for emergency

-MORE-

relief in 14 countries by Johns Hopkins Bloomberg School of Public Health's Center for Communications Programs (CCP).

P&G has responded to the humanitarian crisis in Pakistan by providing \$270,000 in cash as well as providing a donation of PUR sachets worth more than \$30,000. The total donation provides enough PUR sachets to produce safe drinking water to more than 50,000 households for three months. USAID will match P&G's contribution to support the purchase of materials, such as buckets and cloths, needed for proper preparation of PUR. While households frequently have these common materials, in the case of this devastating earthquake, many families have lost all of their possessions.

USAID focuses its program in Pakistan directly on the most pressing needs: economic growth, education, health and governance. As part of the U.S. government's immediate earthquake assistance, USAID has already provided over \$14.7 million in emergency assistance and other support for the affected communities in Pakistan. For more information on this and other global development issues, please log on to <http://www.usaid.gov>.

About P&G (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.

PUR Purifier of Water® was developed in cooperation with the US Centers for Disease Control and Prevention (CDC) and has been shown to significantly reduce diarrheal illness in the developing world. More information about the technology can be found at www.pghsi.com.

###

For further information, please contact:

Greg Allgood, PhD, Procter & Gamble, Cincinnati, +1 513 983 1223 (office) 1-513-602-7719 (mobile), allgood.gs@pg.com

USAID Press Office: 202-712-5174

Public Information: 202-712-4810

www.usaid.gov