



FOR IMMEDIATE RELEASE

CONTACT: Iris Shaffer
Blue Chip Marketing Worldwide
708.799.6284
ishaffer@bluechipww.com

**Procter & Gamble and Target Offer Savings to
Help Keep New Year's Resolutions**

Cincinnati, Ohio (February 2, 2011) – Tide® Plus Febreze Freshness Sport™, Febreze® SPORT Extreme Odor Eliminator and C9 by Champion™ are helping Target guests save money on their New Year's fitness resolutions through a variety of coupon promotions found in-store, at check out and in newspaper supplements.

From February 6 through March 16, Target guests can find in-store coupons on specially-marked Tide Plus Febreze Freshness Sport, Febreze SPORT Extreme Odor Eliminator and C9 by Champion, Target's exclusive active wear line. In addition, Target-exclusive coupons for Tide Plus Febreze Freshness Sport and Febreze SPORT Extreme Odor Eliminator will be featured in newspapers nationwide on Sunday, February 13. Another coupon available at check-out with purchase, offers \$4 off the combined purchase of C9 clothing and Tide Plus Febreze Freshness Sport. In total, these promotions represent a savings of up to \$10.75.

Tide Plus Febreze Freshness Sport is specially formulated to fight tough sports stains like grass, dirt, clay, and blood. It's also the #1 sports detergent for stain removal and helps eliminate odors. It leaves your entire load clean and your active wear smelling fresh, eliminating the need to purchase specialty products or launder active wear separately. Additionally, the new technology in Tide Plus Febreze Freshness Sport releases freshness as you move.

Another product that helps eliminate lingering sports odors is Febreze SPORT Extreme Odor Eliminator. It is specifically formulated to find and eliminate sweat odors on shoes, apparel and gear.

About Procter & Gamble

Four 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®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 135,000 employees working in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.