



The Procter & Gamble Company  
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## News Release

**FOR IMMEDIATE RELEASE**

### **NEW WATER PURIFICATION PRODUCT FROM RELIANCE PRODUCTS AND PROCTER & GAMBLE NOW AVAILABLE IN RETAIL STORES**

WINNIPEG, Manitoba, Feb. 14, 2008 – A new water purification technology by Reliance Products L.P., one of Canada's largest providers of outdoor hydration and sanitation products, and Procter & Gamble (NYSE: PG) is now available in retail stores throughout the United States. The product, PUR™ Purifier of Water ([www.purpurifierofwater.com](http://www.purpurifierofwater.com)), is a powdered water clarifier and disinfectant designed for outdoor recreation and emergency preparedness use. PUR Purifier of Water provides clean drinking water at a very low cost per liter, and can be purchased in complete water treatment kits, or as additional replacement treatment packs.

"We're pleased to join forces with Procter & Gamble in order to extend the many benefits of PUR Purifier of Water technology," said Reliance Products CEO Charles Schiele. "This partnership allows us to commercialize a disruptive technology in the field of water purification, which will now be available for emergency preparedness and outdoor recreational needs."

"The US launch is exciting because people will now be able to see and understand the way PUR Purifier of Water turns dirty water into clear and purified water," said Greg Allgood, Ph.D., Director, Children's Safe Drinking Water program at P&G. "The US effort will help fund our philanthropic efforts by providing two liters of water in the developing world for every package purchased in the US."

P&G will also help support the Children's Safe Drinking Water program by launching an initiative called GIVE PUR WATER. This will include TV advertising, interactive elements, a public relations campaign and print coupons to about 58 million households. The coupon booklet called P&G brandSAVER will be in a majority of U.S. newspapers on March 2 and April 6, and includes a \$2.50 coupon towards purchase of the PUR Clean Drinking Water Kit. People will also be able to donate directly to the cause via the website [www.givepurwater.org](http://www.givepurwater.org).

Using some of the same ingredients used in municipal water systems, PUR Purifier of Water is engineered to be a mini-water treatment plant in a packet. The product removes dirt, cysts, and pollutants, and kills bacteria and viruses in contaminated water. By removing the dirt and sediment through a flocculation process, PUR Purifier of Water gives a visible signal that water is clean and ready

to drink. PUR Purifier of Water will be the only powdered water treatment product sold in the United States that eliminates sediment, cysts, viruses, bacteria and pollutants. PUR Purifier of Water is simple to use, provides a fresh taste similar to most household tap water, and is ready to drink after 30 minutes at a minimal cost per gallon treated.

Working together, P&G and Reliance Products will contribute to the Children's Safe Drinking Water program with every PUR product purchased. Any profits to P&G from sales of the packets in the United States will be used to support efforts to provide the PUR packets in the developing world. P&G established the Children's Safe Drinking Water program in 2003. Since its start-up, the program has provided over 900 million liters of clean drinking water to people in developing nations with PUR Purifier of Water. The product has been proven to purify and cleanse water in some of the harshest conditions imaginable including during the Southeast Asia tsunami, the Pakistan and Indonesian earthquakes, and floods in India, Bangladesh, Haiti, Kenya, and Ethiopia.

#### **About Reliance Products L.P.**

Reliance Products L.P. is one of the largest rigid and collapsible container companies in the world, servicing the chemical and food markets since the 1960's. Reliance currently is the largest supplier of environmentally friendly, reusable, water containers for the consumer market. With distribution through the largest stores, mass merchants and specialty outdoor retailers, Reliance products are available in most communities in North America. Reliance enjoys global distribution and has been a supplier to international relief organizations for years. Additional information about Reliance Products is available at [www.relianceproducts.com](http://www.relianceproducts.com).

#### **About Procter & Gamble**

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. The P&G community consists of over 138,000 employees working in more than 80 countries worldwide. P&G is committed to improving life for children in need, ages 0-13, through its global corporate cause, *Live, Learn and Thrive*, and its Children's Safe Drinking Water program. [www.csdw.org](http://www.csdw.org)

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