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**UNIVERSITY OF MICHIGAN STUDENTS PROVE THEY'VE GOT THE BRAINS AND THE
"BRAUN," WINNING GRAND PRIZE IN MBA CASE STUDY COMPETITION**
Braun awards future marketers \$40,000 for Creating "Buzz for Braun"

BOSTON, Massachusetts, February 6, 2008 – Braun today announced Emily Hoffman, Karima Holland, Mihira Patel and Holly Sharp of University of Michigan's Ross School of Business as the winners of "Create a Buzz for Braun," a case study competition that challenged the country's brightest business school students to create a marketing plan for its electric shaver business. Students from 14 of the country's top ranked MBA programs were eligible to enter the contest. The top three finalists presented their plans in Cincinnati on Monday, February 4, 2008 before Jim Stengel, Chief Marketing Officer for P&G, Bracken Darrell, Braun's Global President, and Jeffrey Green, Clinical Associate Professor of Marketing, New York University Stern School of Business. The team will split the prize money of \$40,000 which can be used to help pay business school tuition.

"We were very excited about all of the finalists' presentations, and felt they each offered great insight into reaching our target consumer. Ultimately, though, Michigan's plan rose to the top," said Bracken Darrell, Global President, Braun. "P&G is committed to helping develop business students into next-generation business leaders, and this competition brought that to life in a meaningful way for both the students who entered and for the Braun brand. We were able to draw from their diverse experience as consumers and future marketers."

One of two teams from Michigan Ross School of Business, the team that included Hoffman, Holland, Patel and Sharp impressed the competition judges with their clever messaging strategy and insights derived from keen observations of the competitive landscape. "We are all extremely excited and honored to have won the competition," said Hoffman. "It was a tremendous learning experience to have created a marketing plan for a great brand like Braun, and a terrific way to put our MBA school experience to work!"

For photos and more information about the winning teams, please contact Esther Kim at Esther.Kim@porternovelli.com

About Braun

Braun, a brand of The Procter & Gamble Company (NYSE: PG), manufactures a variety of high-quality, European-designed products that are sold worldwide, including electric shavers, oral care products, and household appliances. Please visit <http://www.braun.com>.

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 over 135,000 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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