

OFFICIAL RULES

Create a Buzz for Braun

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. How To Enter: To enter the Contest, each Entrant must register their contact information at www.buzzforbraun.com between 12:01am EST on September 4, 2007, and 11:59 EST on October 15, 2007 ("Registration Period"). Only Entrants who successfully register during the Registration Period may enter the Contest.

After the termination of the Registration period, Entrants must submit a marketing plan and a fully completed entry form which can be found at www.buzzforbraun.com (Entry Form and Marketing Plan to be collectively referred to herein as "Entry" or "Entries"). Entrant must select one of the two following challenges to address in the Marketing Plan: 1) Drive awareness and trial of the Braun Pulsonic among males 24-35 years old on graduate school campuses or 2) Drive awareness and trial of a body grooming appliance among males 18-35 years old on college and graduate school campuses.

The Marketing Plan should include the following considerations: 1) the goal/objective 2) strategy for reaching the targeted demographic 3) insights into and research about target audience 4) program tactics 5) measurement and evaluation (ROI); 6) adherence to budget of \$500,000 - \$1 million, with a breakdown of budget. The Marketing Plan may be no longer than three typed pages in length using 11 point Times New Roman font. The Marketing Plan must be accompanied by the Entry Form as a cover sheet to the three-page plan. Marketing Plans may be submitted individually or by a team with a maximum of 4 members. If Entry is submitted by a team, one member of the team must register each individual member of the team. Entrant will select team as method of entry on online registration form and additional sets of fields will appear for each additional member of the team. Incomplete Entries will be rejected.

All Entries must be uploaded on www.buzzforbraun.com between 12:01am EST on October 15, 2007 and 11:59pm EST on November 15, 2007 or mailed along with a printed copy of the online registration confirmation e-mail to PO Box 199 New York, NY 10013 postmarked no later than November 15, 2007. Teams are only required to submit one Entry Form per creative brief guidelines and Marketing Plan per team. No entries received/postmarked after 11:59pm EST on November 15, 2007 will be eligible. Three finalists will be notified on or about January 11, 2008 ("Finalists"). Finalists will be required to make an in-person presentation to the contest judges at the U.S. Braun headquarters in Cincinnati, Ohio, between January 14, 2008 and February 15, 2008. The presentation will be 45 minutes in duration including a 15 minute question and answer period. For teams, it is not required that all team members be present for the presentation. Limit one entry per person. Round trip coach travel to Cincinnati, Ohio will be provided by Sponsor. All Entries must include a Marketing Plan and a completed entry form.

All Entries must be the fully original creations of the entrants. By entering, all participants warrant and represent that their respective Entries are their own fully original creations, and their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to libel, defamation, copyrights, trademarks, rights of publicity/privacy etc. Entrants hereby grant to Sponsor, any participating partner, and their affiliates, licensees and assigns the perpetual worldwide right, under copyright law or otherwise, to use the Entry, in whole or in part, as Sponsor may determine, in any media now known or hereafter devised, without

entrant's consent or additional compensation, except where prohibited by law. All Entries become the sole and exclusive property of Sponsor and Entries will not be acknowledged or returned.

Entrants agree to defend, indemnify, save and hold harmless The Procter & Gamble Distributing LLC ("Sponsor") and Porter Novelli ("Administrator") together with its parent companies, subsidiaries, affiliates, directors, officers, employees and agents from any costs, expenses, attorney's fees, losses or damages arising out of or connected with any claim by any third party that is inconsistent with any of the warranties, representations or agreements made by Entrant in connection with the Contest or my Marketing Plan.

2. Eligibility: Participation is open only to matriculated students who are 18 years of age or older, who are residents of the 50 U.S. states and the District of Columbia and who are enrolled in the following graduate business schools in the Fall 2008 semester: University of Chicago Graduate School of Business, The Wharton School of the University of Pennsylvania, Harvard Business School, Michigan Ross School of Business, Stanford Graduate School of Business, MIT Sloan School of Management, UC Berkeley, Haas School of Business, Duke University Fuqua School of Business, Columbia Business School, Dartmouth College Tuck School of Business, University of Notre Dame Mendoza College of Business, Indiana University Kelley School of Business, The Johnson School of Business at Cornell University, or University of Wisconsin-Madison School of Business. Entrants will be required to provide proof of enrollment in one of these schools by uploading a scanned image of their current school identification card or mailing a photocopy of the current school identification card. Entrants are required to remove any social security number or student identification number that appears on entrant's student identification card. Student identification cards received by Sponsor that include social security numbers or student identification numbers will immediately be deleted and such entries will be disqualified. Upon completion of the Contest, Sponsor will destroy all student identification cards received. Void outside the United States and the District of Columbia and where prohibited, taxed or restricted by law. Employees, officers & directors of Sponsor and its parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

3. Additional Terms: Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible or misdirected entries, which will be disqualified. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. All Entries become the sole property of Sponsor and will not be acknowledged or returned. In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. Entrants waive any claims against Sponsor and its affiliates concerning any entrant's right in the Entries submitted in this Contest. Entries not satisfying these Official Rules will be automatically disqualified. All entrants must have a valid email address. In case of dispute as to identity of entrant, Entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address. Any other attempted form of entry is prohibited; no automatic, programmed robotic or similar means of entry are permitted. Sponsor is not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, Web site, Internet or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest.

4. Judging Criteria: All entries received will be judged by a panel of independent judges composed of Braun/P&G executives with the required knowledge and experience to apply the Judging Criteria and a business school professor from a school not included in the competition. Judging of the entries will begin on or about December 3, 2007 with three finalists notified on or about January 11, 2008 (“Finalists”) and the final decision to be made on the day of the in-person presentation between January 14, 2008 and February 15, 2008. The winners will be announced the day of the in-person presentation between January 14, 2008 and February 15, 2008. The date of presentation will be determined by Braun/P&G. The decision of the judges will be final and binding in all respects. By participating, entrants agree to be bound by the Official Rules. Judging Criteria for each round of judging: 1) Adherence to provided guidelines: 20%; 2) Research and strategy: 20%; 3) Creativity and innovation of idea: 20%; 4) Return on investment: 20%; and 5) Adherence to budget: 20%. In the event of a tie, the entry with the highest score in “Creativity and innovation of idea” shall be deemed the winner. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever. All Entries must be the original, unpublished and sole work of the respective entrant.

5. Prize: \$40,000 for the first place Entry, \$5,000 for the second place Entry and \$5,000 for third place Entry will be paid by check. If a team is awarded a prize, that team will receive only one prize and Sponsor will split the prize equally among all team members.

6. Notification. The three finalists will be notified by telephone or U.S. mail on or about January 11, 2008. Winners will be notified the day of the in-person presentation which will occur between January 14, 2008 and February 15, 2008 and will be required to sign and return via e-mail, where legal, an Affidavit of Eligibility and Liability/Publicity Release within seven days of prize notification. If winner is a team, failure of all members of the team to return the Affidavit of Eligibility and Liability/Publicity Release within seven days of prize notification will result in disqualification of team and all team members, and the prize will be awarded to the Marketing Plan with the next highest score. It is not required that all team members be present for the in-person presentation. If any winner is a minor, Liability/Publicity Release must be signed by his/her parent or legal guardian. If winner cannot be contacted within five calendar days of first notification attempt, if any prize is returned as undeliverable or in the event of noncompliance with these Contest rules and requirements, the prize will be forfeited and an alternate winner will be selected. Upon prize forfeiture, no compensation will be given. Limit one prize per person or household.

7. General: Marketing Plans may be edited, reformatted, rearranged, combined with other materials and/or otherwise modified, in Sponsor’s sole and absolute discretion. As a condition to receiving any prize, winners (or in the case of a minor, the minor’s parent or legal guardian) will be required to execute an assignment transferring and assigning all of their respective rights, title and interest, including but not limited to any copyrights or trademarks, in the Marketing Plans submitted as an Entry. If any winner is a minor, then such prize will be awarded to winner’s parent or legal guardian. By entering, entrants agree to transfer and assign all of their respective rights, title and interest, including but not limited to any copyrights or trademarks, in their Entries to Sponsor, without further compensation or permission. By entering, entrants agree to the use of their names, likenesses, biographical information and Entries for purposes of advertising, trade, or promotion in all media now known or hereafter developed, including but not limited to media interviews, Internet, print, television, and press releases, without further notice or compensation, unless prohibited by law. Sponsor is not obligated to make any use of the Marketing Plans. Additionally, by participating in this Contest, or by accepting a prize, all participants agree to release Sponsor and its respective parents, subsidiaries, agencies, divisions, and affiliates from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including, without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or

participation in any Contest-related activity and claims based on publicity rights, copyright/trademark infringement, intellectual property rights, defamation or invasion of privacy and merchandise delivery. Neither the Sponsor nor their respective parents, affiliates, subsidiaries, agencies, divisions nor related companies are responsible for any damages, taxes or expenses that winners might incur as a result of this Contest or receipt of prize. Winner will be issued an IRS 1099 tax form for the fair market value of the prize in year the prize was won. All taxes are the sole responsibility of the winners.

8. Additional Terms. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or Web site.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Use of Data. Sponsor will be collecting personal data about participants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at http://pg.com/privacy/english/privacy_notice.html

By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

10. Except where prohibited by law, all disputes concerning this Sweepstakes will be governed by and construed in accordance with the laws of the state of New York without regard to its choice of laws or conflicts of law provisions.

11. Winners List: For a list of winners, send a stamped, self-addressed envelope between February 15, 2008 and March 4, 2008 to Porter Novelli, 75 Varick Street, New York, NY 10013.

12. Sponsor: The Procter & Gamble Distributing LLC, One P&G Plaza, Cincinnati, OH 45202