

LEGAL NOTICE OF PROPOSED CLASS ACTION SETTLEMENT

This notice concerns you and your legal rights if you purchased Pampers with Dry Max

**United States District Court for the Southern District of Ohio
In Re Dry Max Pampers Litigation, Case No. 1:10-cv-00301**

There is a proposed settlement between Procter & Gamble, manufacturers of Pampers with Dry Max, in a class action lawsuit with purchasers of Pampers with Dry Max. The lawsuit is related to the manufacturing, marketing, distribution, promotion and or sale of Pampers with Dry Max from August 2008 through Final Judgment.

WHAT ARE THE SETTLEMENT TERMS?

Procter & Gamble and the Plaintiffs have agreed to a settlement that includes modifying the label for Pampers Swaddlers and Cruisers diapers to provide a website address and toll-free phone number where consumers can learn more about diaper rash. P&G has agreed to share knowledge about diaper rash treatment and prevention by producing and funding a pediatric resident training program at a leading children's health center and by sponsoring a program in the area of skin health. It has also agreed to reinstate its money-back guarantee program for consumers who purchased Pampers with Dry Max diapers. All Class Members will receive these benefits equally.

WHO IS INCLUDED?

This notice applies to you if you purchased or acquired (including by gift) Pampers brand diapers containing "Dry Max Technology." **This Notice is just a summary. For more complete information, you should read the Full Notice, which is available at www.diaperclassactionsettlement.com.**

WHAT ARE THE LAWSUITS ABOUT?

Plaintiffs brought several lawsuits against Procter & Gamble for alleged health effects related to the manufacturing, marketing, distribution, promotion and/or sale of Pampers with Dry Max diapers. Procter & Gamble stands behind the product safety and efficacy, but has agreed to the proposed settlement to resolve this class action. Plaintiffs believe Plaintiffs would have prevailed at trial.

WHAT AM I GIVING UP IN EXCHANGE FOR THIS BENEFIT?

If the settlement is approved by the Court, then you cannot bring a new class action lawsuit about Pampers with Dry Max by means of a class action. It also means that the Court's order will apply to you and bind you even if you have objected. You will release all equitable claims that this settlement resolves. However, you will not give up your right to file an individual lawsuit as a result of any personal injury. For more details on the terms of the release, please see the Attachment to this Notice of Class Action Settlement.

WHAT ARE YOUR OPTIONS?

If you are a Class Member, you can object to the settlement and give reasons why you think the Court should not approve it. The Court will consider your views. To object, you must send a letter saying that you object to the settlement in In Re Dry Max Pampers Litigation, Case No. 1:10-cv-00301. Be sure to include your name, address, telephone number, signature and the reasons why you object to the settlement. You must send your objection by first class mail to the Dry Max Pampers Notice

Administrator, the Court, and to one of the attorneys for the Settlement Class ("Class Counsel") and one of the attorneys for Procter & Gamble. A list of the attorneys is provided on the Full Notice, available at www.diaperclassactionsettlement.com. Your objection must be postmarked no later than August 29, 2011, or your objection will not be valid and will not be considered by the Court.

You may ask the Court to speak at the hearing on the approval of the settlement. To do so, you must send a letter saying that it is your "Notice of Intention to Appear" in In Re Dry Max Pampers Litigation, Case No. 1:10-cv-00301. Include your name, address, telephone number and signature. Your Notice of Intention to Appear must be postmarked no later than September 21, 2011, and also must be sent to the Clerk of Court, Class Counsel and Procter & Gamble's Counsel at their addresses in the Full Notice. You cannot speak at the hearing if your Notice of Intention to Appear is late.

WILL THE COURT APPROVE THE PROPOSED SETTLEMENT?

This Court granted preliminary approval of the Settlement, and will hold a Final Approval Hearing on September 28, 2011 at 10:00am in the U.S. District Court for the Southern District of Ohio, 100 East Fifth Street, Cincinnati, Ohio 45202 to consider whether the Proposed Settlement is fair, reasonable, and adequate and to consider Class Counsel's request for attorneys' fees and reimbursement of costs and expenses.

WHO REPRESENTS ME?

This Court has appointed Class Counsel to represent the Class. Class Counsel will request the Court award attorneys' fees, costs and expenses in an amount to be paid entirely by Procter & Gamble not to exceed \$2,730,000 for Class Counsel's work on this case. You may hire your own attorney, if you wish. However, you will be responsible for that attorney's fees and costs.

WHERE CAN I OBTAIN MORE INFORMATION?

For more information, you can view the court file in the Clerk's Office at the courthouse address above or visit the settlement website www.diaperclassactionsettlement.com. **Please Do Not Contact The Court Or The Clerk Of The Court Concerning This Notice.**

By Order of the Court Dated: June 7, 2011

**THE HONORABLE JUDGE TIMOTHY BLACK
UNITED STATES DISTRICT COURT FOR THE
SOUTHERN DISTRICT OF OHIO**

ATTACHMENT TO NOTICE OF CLASS ACTION SETTLEMENT

TERMS OF RELEASE

Upon the Effective Date, Plaintiffs and Settlement Class Members forever release and discharge all Claims against Released Parties. Notwithstanding the definition of "Released Claims" below, Settlement Class Members (other than Named Plaintiffs) do not release and discharge, but instead preserve, the right to file an individual lawsuit to recover for personal injury or actual damages claimed to have been caused by or related to the Pampers Dry Max products, subject to the waiver of the limited class action bar below.

Named Plaintiffs and Settlement Class Members are permanently barred and enjoined from seeking to pursue, in the future, any Claims against the Released Parties that were or could have been brought in the Action (and that are not otherwise released and discharged by the Settlement Agreement) using the class action procedural device.

"Released Claims" are all equitable Claims that have been brought, could have been brought, are currently pending, or are ever brought in the future, by any Settlement Class Member against Released Parties, in any forum in the United States (including their territories and Puerto Rico), whether known or unknown, asserted or unasserted, under or pursuant to any statute, regulation or common law, that relate in any way to the alleged manufacture, distribution, sale, purchase or use of Pampers with Dry Max and all equitable Claims for any damages or injuries, of whatever type or description arising or that may have arisen as a result of, or relate in any way to any of the facts, acts, events, transactions, occurrences, courses of conduct, representations, omissions, circumstances or other matters referenced in any Claim raised (including, but not limited to, any Claim that was raised against Procter & Gamble) in this Action.

"Released Parties" means Procter & Gamble, as well as their respective predecessors, successors, and assigns, the present and former, direct and indirect, parents, subsidiaries, divisions, corporate affiliates, or associates of any of the above; and the present and former members, principals, partners, officers, directors, trustees, control persons, employees, agents, attorneys, shareholders, advisors, insurers and representatives of the above, and any and all entities and individuals that are alleged to have handled, distributed, purchased for resale and/or redistribution, supplied, manufactured and/or sold or offered for sale Pampers with Dry Max.

"Effective Date" means the date on which all appellate rights with respect to the Final Approval Order and Judgment have expired or have been exhausted in such a manner as to affirm the Final Approval Order and Judgment, and when no further appeals are possible, including review by the United States Supreme Court.