



The Procter & Gamble Company
One P&G Plaza
Cincinnati, OH 45202

News Release

NATIONWIDE AWARDS RECOGNIZE NURSES, ASSOCIATES AND NURSING TEAMS THAT SPECIALIZE IN GASTROENTEROLOGY

Recipients of “GI Nurse and Associate of the Year Awards” Honored for Commitment to Patient Care

CINCINNATI, March 26, 2007 – This week, more than 500 awards will be presented to nurses, associates and nursing teams in the gastroenterology and endoscopy fields around the country. They will be recognized for their outstanding patient care with the “GI Nurse of the Year” and “GI Associate of the Year” awards. Procter & Gamble (P&G) Pharmaceuticals will present the awards to recipients in celebration of GI Nurses and Associates Week (March 26-30).

“We are very proud to honor the top GI nurses and associates for the work they do,” said Elaine Plummer, R.N., North American external relations manager at P&G Pharmaceuticals. “As a company, P&G is committed to touching lives and improving life every day. These nurses and associates are inspiring examples of that, as their professionalism and personal caring really do make a difference in the lives of their patients and the advancement of nursing.”

The “GI Nurse of the Year” and “GI Associate of the Year” Awards are being presented regionally in observance of GI Nurses Day (March 28). GI Nurses Day was originally developed by the Society of Gastroenterology Nurses & Associates (SGNA). P&G Pharmaceuticals is expanding its observation and celebration of GI Nurses and Associates Day into the week of March 26-30 in order to honor and show its appreciation to nurses and associates for their excellence in patient care.

Award recipients were selected by their peers for their ability to demonstrate leadership, professionalism, integrity, dedication to teamwork, effective communications skills and superior clinical skills. Winners will be presented with awards at regional events sponsored by P&G Pharmaceuticals.

In addition to its well-known consumer brands, P&G develops and markets a gastrointestinal platform that extends across pharmaceutical and over-the-counter brands. One of these brands is Asacol® (mesalamine) Delayed-Release Tablets, available by prescription only, which is currently celebrating 15 years of trusted therapy. Asacol is the No. 1 most-prescribed 5-ASA therapy for ulcerative colitis (UC), a form of inflammatory bowel disease (IBD).¹ Additional information about Asacol can be found by visiting www.Asacol.com or www.MyUCGuide.com.

###

About Ulcerative Colitis

UC involves inflammation of the lining of the colon and rectum. It varies in clinical severity with patients having mild, moderate or severe disease. Treatment depends on the extent and severity of disease.

UC causes flares followed by periods of remission. During a flare, in which the rectum or colon become inflamed, people experience symptoms such as diarrhea, rectal bleeding, abdominal cramping and an urgent need to go to the bathroom. Flares can vary in duration and intensity. While UC is a lifelong condition, medication may help control flares.

UC affects people of all ages, but is often diagnosed during early adulthood. The causes of this condition are unknown, but may involve heredity, infection or the immune system.

About Asacol® (mesalamine) Delayed-Release Tablets 400 mg

Asacol is indicated for the treatment of mildly to moderately active UC (the indicated dosage is two 400 mg tablets tid for 6 weeks) and for the maintenance of remission of UC (the indicated dosage is 1.6 g/day in divided doses).

Asacol was well-tolerated in clinical studies. Overall, the incidence of adverse events with Asacol was comparable to placebo. In pivotal clinical studies of mildly to moderately active UC, the most frequent adverse events reported for Asacol and placebo, respectively, were headache (35% vs. 36%), abdominal pain (18% vs. 14%), eructation (16% vs. 15%), pain (14% vs. 8%) and nausea (13% vs. 15%); for the maintenance of remission of UC, the most frequent adverse events were headache (50% vs. 50%), rhinitis (42% vs. 36%), diarrhea (35% vs. 50%), abdominal pain (32% vs. 44%) and flatulence (24% vs. 30%).

Asacol is contraindicated in patients with hypersensitivity to salicylates. Caution should be exercised when using Asacol in patients with known renal dysfunction or history of renal disease. It is recommended that all patients have an evaluation of renal function prior to initiation of Asacol tablets and periodically while on Asacol therapy. Serious adverse events may occur with Asacol. Please visit <http://www.pgpharma.com/pi/US-Asacol.pdf> for full prescribing information.

About Procter & Gamble (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 Actonel[®], Asacol[®], Enablex[®], Prilosec OTC[®], Metamucil[®], Fibersure[®], Align[®], Pepto-Bismol[®], Vicks[®], ThermaCare[®], PUR[®], Crest[®] and Oral-B[®]. 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.

###

P&G Media Contact:

Elaine Plummer – P&G Pharmaceuticals, Inc. +1-513-622-3662

¹ Data on file: IMS National Prescription Audit, 12 months ending May 2006.