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P&G'S TAMPAX ANNOUNCES ADVERTISING CAMPAIGN WITH SERENA WILLIAMS

Serena Williams Outsmarts Mother Nature on and off the Tennis Court

CINCINNATI, OH, (September 21, 2009) – Tampax, the number one tampon brand in the U.S., announced today that tennis champion Serena Williams will appear in a print advertising campaign starting in October 2009. The images bring to life Tampax's "Outsmart Mother Nature" campaign, further illustrating the brand's commitment to celebrating today's women and empowering them to live life on their own terms every day.

Williams will be featured in a series of playful, lighthearted advertisements and online videos. In each piece, Williams defeats Tampax's Mother Nature character, who tries to deliver her "monthly gift" in an unsuccessful attempt to throw Williams off her game – on and off the tennis court.

"Serena embodies the energy, independence and strength we celebrate in women, and this exciting partnership is a game-changing moment for the feminine care industry," said Courtney Schuster, Associate Brand Manager, Tampax. "In this creative, lighthearted campaign, Serena embodies the playful wit of Tampax as she continues to be a champion and successfully Outsmarts Mother Nature."

A series of print ads will run starting in October 2009, with the first print ad in October issues of national teen publications and national beauty, health and women's lifestyle publications this winter. To see the print ads and online videos, visit www.tampax.com and www.beingirl.com.

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