

## ***Procter & Gamble Press Release***

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### **PROCTER & GAMBLE LICENSES OT — AMERICA'S FIRST LINE OF PERSONAL CARE PRODUCTS FOR TWEEN AND TEENAGE GUYS**

CINCINNATI, March 16, 2004 — The Procter & Gamble Company announced today an exclusive license agreement with OT OverTime, LLC. This agreement is for the manufacture, distribution and marketing of the personal care products trademark "OT" — the first line-up of personal care products created exclusively for tween and teenage boys, a largely untapped market of more than 22 million.

The OT name stands for "overtime" and is anchored in a sports positioning. The initial line-up, that includes products in hair care, antiperspirant/deodorant and personal cleansing, are available in Target stores nationwide and Meijer stores throughout the Midwest.

P&G's extensive research determined that tween and teenage boys were dissatisfied with the choices they had in personal care products. There were choices for every other consumer segment except for boys 9–16, who were largely using products designed for their fathers or sisters. OT was developed with the involvement of moms and boys throughout the process. The choice of working so closely in development with moms and boys was validated through the research results. P&G's market tests among hundreds of boys and their parents indicated OT would be a hit. Over 90 percent of boys wanted to buy the products after trying them; 85 percent of parents said they'd purchase the products for their sons; and, more than 80 percent of boys who tried the products said they'd tell others about OT.

"Though P&G has focused on other consumer segments, we are thrilled to see this great line of products come to market," said Steve Baggott, P&G's Director of External Business Development. "OT OverTime, LLC is a company comprised of three former P&G executives, one of whom helped develop the brand and was committed to getting it to market as quickly as possible. We are confident this is the right company with the extensive consumer packaged goods experience to make this brand a success."

"We know boys love OT. We know moms love OT. And, as parents of boys, we are thrilled to bring OT to market," said Karen Frank, one of the company founders.

***MORE***

## **About Procter & Gamble**

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the largest and strongest portfolios of trusted quality brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay® and Clairol Nice 'n Easy®. The P&G community consists of nearly 98,000 employees working in almost 80 countries worldwide. P&G makes a significant annual investment in developing and improving its products — leading the way in R&D globally among consumer products companies. P&G's External Business Development organization is charged with ensuring the company maximizes the value of its 'treasure trove' of technologies by selling, licensing and, in some cases, donating these technologies. The unit also is responsible for licensing select P&G brand trademarks. For more information on licensing P&G technology, go to [www.pgtechnologytransfer.com](http://www.pgtechnologytransfer.com).

## **About OT OverTime, LLC**

OT OverTime, LLC is a newly formed, woman-owned business. Founded in Cincinnati in 2002, the company is led by three former Procter & Gamble executives. For more information, go to [www.otplayer.com](http://www.otplayer.com).

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