



Press Contacts: Mario Martin
GoTV Networks
818-933-2139
pr@gotvnetworks.com

Allison Yang
P&G Fabric Care
513-983-8178
yang.al.3@pg.com

**GoTV NETWORKS AND TIDE® LAUNDRY DETERGENT PRODUCE ORIGINAL SERIES FOR
MOBILE TELEVISION AND BROADBAND**

Tide® is the first brand to be integrated into a scripted drama produced by GoTV

Sherman Oaks, Calif. and Cincinnati, Ohio – September 18, 2007 – GoTV Networks, the first and largest mobile television provider, in conjunction with Tide®, an iconic brand that has been part of homes across the nation for more than 60 years, today announced the launch of “Crescent Heights,” the first foray into brand integrated original programming for Tide and GoTV Networks. The first episode of the series launches today on both Tide.com and GoTV Networks (broadband and mobile). New episodes will launch weekly throughout the fall.

Crescent Heights is a scripted ensemble comedy seen through the eyes of the main character, Ashley, who has recently moved from Wisconsin to LA. She quickly discovers that she’s not the only one making a fresh start when she moves into her new building and befriends her new neighbors. As the series unfolds we watch Ashley and her new friends bond together to face life’s ups and downs.

”This partnership will take advantage of the innovative and creative new platforms for advertising that mobile and broadband deliver,” said Daniel Tibbets, executive vice president and studio chief for GoTV. “Our goal is to build brand affinity for Tide by producing high-quality programming that resonates with Tide’s target audience and drive consumers to Tide.com. We’re confident ‘Crescent Heights’ will deliver on that promise.”

“We are continually exploring new ways to engage consumers beyond traditional marketing. Together with GoTV we are giving consumers an entertaining new mobile TV series at the touch of their fingertips,” said Suzanne Watson, Tide Brand Manager. “We’re thrilled to partner with GoTV to deliver ‘Crescent Heights’ and be a part of leading the forefront of mobile technology.”

“Crescent Heights” is executive produced by Christopher May, Chris Greenleaf (co-creator), and Chris W. King (co-creator). Directors on board include Joe Eckardt (HIGH HOPES, HAPPY DEATH) and John Putch (MOJAVE PHONE BOOTH, SCRUBS, SON OF THE BEACH). In addition, Mike Martineau (RESCUE ME, THE JOB) has been brought on to write multiple episodes. Together, the team has taken their traditional studio background and expertise and combined it with made-for-mobile know-how.

“Crescent Heights” will have mobile distribution across most major wireless networks. In addition, broadband distribution will be facilitated via Tide.com, www.4gotv.com, and spread virally across the web.

About GoTV Networks

GoTV Networks (<http://www.4gotv.com/>) is the first and largest made-for-mobile television network. GoTV's team of Emmy® award-winning producers and mobile technology experts produce a wide array of digital and licensed on-demand programming that connects consumers to what interests them the most. GoTV's channel offerings include music: Hip Hop Official, Altitude, ES Música, and Sony Front Row; sports: Fantasy Sports Edge and College All Access; as well as Univision Móvil and GoTV Superchannel, which combines a variety of news, entertainment and comedy. GoTV programming is accessible on a broad range of wireless devices via monthly subscription through Alltel, AT&T, Sprint Nextel, Boost Mobile and Verizon Wireless.

About Tide

For over 60 years, Tide® has been caring for the clothes of American families and helping to provide the everyday miracle of clean clothing. To meet consumers' diverse laundry needs,

Tide offers its superior cleaning in a variety of products including Tide Simple Pleasures, Tide with Febreze Freshness, Tide Coldwater, Tide with a Touch of Downy, Tide with Bleach Alternative, Tide High Efficiency and 2X Ultra Tide Liquid. For consumers' on-the-go stain removal needs, Tide to Go helps remove fresh food and drink stains on the spot. Visit www.tide.com for helpful product information, practical tips on laundry care, special offers and promotions and more.

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 Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit www.pg.com for the latest news and in-depth information about P&G and its brands.