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Walmart and P&G Announce Five More Films in Family Movie Night Initiative

New Survey Results Show Parents Still Want More Family Entertainment Options

CINCINNATI, April 14, 2011 - Procter & Gamble (NYSE: PG) and Walmart (NYSE: WMT) are celebrating a year of their Family Movie Night initiative with the announcement that they will continue to deliver high-quality family entertainment with the addition of five more movies in 2011.

Family Movie Night films sponsored by P&G and Walmart have been welcomed into homes across America 16 million times since "Secrets of the Mountain" first aired on April 16, 2010. Other movies in the franchise include "The Jensen Project," "A Walk in My Shoes" and most recently, "Change of Plans," which will be available on DVD at Walmart on April 26. All the movies saw solid ratings for their original film premieres, landing in the top three in their timeslots on broadcast television.

"Truth Be Told," which will debut one year to-the-day from when the first Family Movie Night film aired, marks the fifth movie in the initiative. Production has just completed on the sixth movie "Field of Vision" which will air on June 11 on NBC. Families can mark their calendars for additional movies also scheduled to air on NBC on August 6, September 3 and one in December 2011.

"At Walmart, we're committed to delivering more quality family entertainment options to parents across the country, and our Family Movie Night in partnership with P&G is an anchor to our broader program," said Stephen Quinn, Walmart U.S. chief marketing officer. "Most importantly, it's something we know our customers want. It's also important to the growth of our business, and is one more way we can deliver on our promise to help our customers live better."

The Family Movie Night initiative began when research conducted together with the Association of National Advertisers' (ANA) Alliance for Family Entertainment revealed that parents across America are seeking more family-oriented entertainment options. This led P&G and Walmart to partner to make a commitment to be part of the solution. New research conducted by the companies reveals that parents are still seeking more family entertainment options. In fact, 94 percent of those surveyed said it's extremely or very important that their families spend time together and entertainment is a primary way their families get together. Eighty-one percent say they enjoy watching movies with their families and 75 percent enjoy watching TV together.

Additional Survey Findings

- 69 percent of moms said they wished there were more family-friendly TV programs that they can enjoy with their kids;
- 75 percent of moms admitted to having to change the channel because of inappropriate content in a program they thought was family-friendly;
- 42 percent of moms feel that their family would spend more time together if there was more family-friendly TV programming;
- More than two thirds (71 percent) of parents would go out of their way to find these types of programs.

"Since we began the Family Movie Night initiative a year ago, we have been inspired by the number of moms and families who've watched our movies and supported our brands," stated Marc Pritchard, global marketing and brand building officer for P&G. "We know there is still a need for more family programming, and we are proud to continue our partnership with Walmart to bring even more families together through great entertainment this year and beyond."

About "Truth Be Told" Airing on Saturday, April 16 at 8/7c on FOX

"Truth Be Told" plays upon the old adage, that "honesty is the best policy," and according to Colorado's leading marriage counselor, Annie Morgan (Candace Cameron Bure, "Full House" and "Make It Or Break It"), honesty is the key to successful long-term relationships. Ironically, Annie has never been married and doesn't always follow her own advice.

David James Elliott, best known as Captain Harmon 'Harm' Rabb, Jr. on the hit TV series "JAG," co-stars as Mark Crane, an old college friend of Annie's who is the widowed father of two teenagers. Ronny Cox, who starred as Vice President Robert Kinsey in "Stargate SG-1," and alongside Eddie Murphy in "Beverly Hills Cop," plays media mogul Terrance Bishop. Belita Moreno, best known for her role as George Lopez's mother on "George Lopez," is his wife, Sophia Bishop. The roles of Kenny and Zoe Crane are played by Christopher Brochu and Emma Gould, respectively. The movie also features a musical performance by 19 Recordings/RCA Nashville recording artist and "American Idol" Season Eight finalist, Danny Gokey, and a cameo appearance by Super Bowl XXXIV MVP Award Winner and likely Hall of Fame quarterback, Kurt Warner.

For more information visit www.familymovienight.com or www.facebook.com/familymovienight.

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) serves customers and members more than 200 million times per week at more than 9,000 retail units under 60 different banners in 15 countries. With fiscal year 2011 sales of \$419 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting www.walmartstores.com, on Twitter at <http://Twitter.com/Walmart>, and on Facebook at www.facebook.com/walmart. Online merchandise sales are available at www.walmart.com and www.samsclub.com.

About P&G

Four 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®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 127,000 employees working in about 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

Family Movie Night movies are produced by P&G Productions. For more than five decades, P&G Productions has produced more than 50 movies of the week, 37 years of "People's Choice Awards," 20 soap operas and a number of beauty pageants and variety shows.