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Survey At-A-Glance Fact Sheet

NATIONAL SLEEP FOUNDATION/PAMPERS® BABY-DRY™ SURVEY ON INFANT AND TODDLER SLEEP

New Survey Shows Many Infants and Toddlers Are Not Getting Enough Sleep

The first-ever National Sleep Foundation/Pampers Baby-Dry Survey on Infant Sleep reveals that, according to parents, many newborns to four-year-olds are not getting the minimum 12 to 15 hours of sleep per day recommended by the National Sleep Foundation (NSF) and pediatric sleep experts. As experts in baby care and development for more than 40 years, Pampers has partnered with NSF to help parents learn about the important health benefits associated with sufficient sleep, and ways to help their children have restful nights. The survey of parents/caregivers of newborns to four-year-olds was released Wednesday, October 19, 2005.

Following are survey highlights:

- **Ninety-eight percent of parents agree their child is happier after a good night's sleep.**
- **Yet parents report more than 40 percent of infants and toddlers sleep less than the recommended 12 to 15 hours in a 24-hour period.**
 - Twenty-six percent of parents of newborns through four-year-olds say their child gets less than enough sleep
 - Broken down by age, 27 percent of babies, 30 percent of one- to two-year-olds, 43 percent of two- to three-year-olds and 66 percent of three- to four-year-olds are not getting 12 to 15 hours of sleep per day

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- **Many infants and toddlers (64 percent) experience a sleep “behavior” that may interfere with their getting the recommended amount of sleep at least a few times a week.**
 - Forty percent of parents/caregivers say their child experiences a sleep problem every day/night or almost every day/night. (Sleep interfering behaviors include waking up during the night, resist going to bed at bedtime, having difficulty falling asleep at bedtime, and waking too early in the morning).
 - One half of newborns to 4-year-olds awake at least once during the night and need help or attention
 - One quarter of infants, toddlers and preschoolers appear sleepy or overtired during the day, according to their parents/caregivers
- **Parents are paying a price for their child’s poor sleep habits, getting less sleep than they feel they need for their own optimum performance.**
 - Thirty-four percent believe a child’s sleep pattern impacts and disrupts the entire family
 - One-third (34 percent) of parents and caregivers would change how often their child wakes up at night
 - Nearly three-quarters (71 percent) of parents who responded to the survey report they get less sleep than they say they need

For the full results of the survey, please log on to www.sleepfoundation.org.

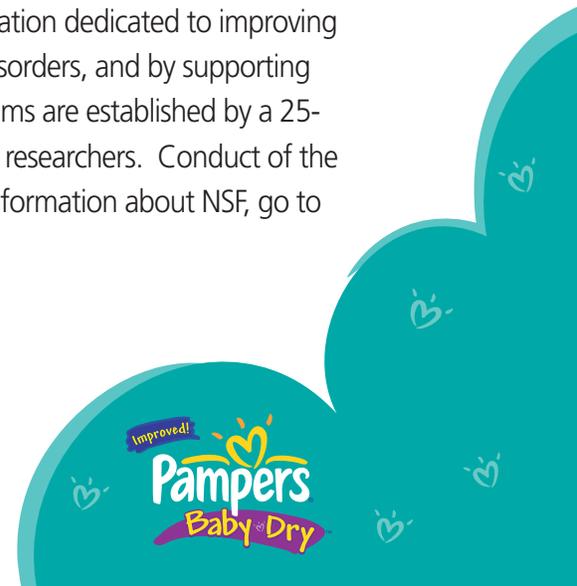
About the Survey/Methodology

WB&A Market Research conducted the National Sleep Foundation/Pampers Baby-Dry Survey on Infant Sleep using telephone interviews with a targeted random sample of 1003 adults who were a parent or a primary caregiver of a child under four years old living in the household. The interviews were conducted between 9/14/05 and 10/2/05. The margin of error is plus or minus 3.1 percent. The poll divides children into five age groups: 0-5 months, 6-11 months, 12-23 months, 24-35 months and 36-47 months.

About the National Sleep Foundation

The National Sleep Foundation (NSF) is an independent nonprofit organization dedicated to improving public health and safety by achieving understanding of sleep and sleep disorders, and by supporting sleep-related education, research and advocacy. NSF’s policies and programs are established by a 25-member voluntary Board of Directors who include world-renowned sleep researchers. Conduct of the survey does not imply endorsement by NSF for any products. For more information about NSF, go to www.sleepfoundation.org.

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About Pampers®

Pampers is a trademark of Procter & Gamble (NYSE:PG) and the company's largest global brand and is the world's top-selling diaper brand. For more than 40 years, Pampers has been helping to improve life for babies and toddlers and the parents who care for them. Our business is inspired by babies and toddlers, created by Pampers. For more information on Pampers and the Pampers Parenting Institute, visit www.pampers.com.

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 almost 140,000 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.

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Improved Pampers® Baby-Dry™ with new UltraAbsorb™ Core absorbs better overnight than the other leading regular brand for restful nights and bright mornings

<p>What:</p> 	<p>Pampers and parents know that restful nights are extremely important to baby's overall development and mood and help lead to baby's waking up happy and ready to learn throughout the day.</p> <p>Improved Pampers Baby-Dry with new UltraAbsorb Core absorbs better overnight than the other leading regular brand for restful nights and bright mornings.</p>
<p>Features:</p> 	<p>Improved Pampers Baby-Dry with new UltraAbsorb Core:</p> <ul style="list-style-type: none"> ▪ Now absorbs faster with up to 46 percent less bulk than before ▪ Absorbs better overnight than the other leading regular brand ▪ Is designed to help stop overnight leaks, helping to give your baby a good night's sleep! ▪ Is available in sizes 1-6 (8 lbs – 35+ lbs)
<p>When/Where:</p>	<p>Improved Pampers Baby-Dry with new UltraAbsorb Core is currently available at mass, discount, baby specialty and grocery stores where Pampers products are sold.</p>
<p>For More Information:</p>	<p>For more information on improved Pampers Baby-Dry with new UltraAbsorb Core you can visit www.pampers.com.</p>

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