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Luvs® Diapers Celebrates A #LuvsLeakFreeHoliday By Spreading Joy, Cheer and Wetness Protection

With celebrity dad Donald Faison suiting up as Santa Claus, Luvs strives to provide a leak-free holiday season to babies and parents nationwide

CINCINNATI (December 10, 2014) – Today Luvs diapers, the official diaper of the experienced mom, officially announced the launch of their #LuvsLeakFreeHoliday program. Luvs knows that the holiday season is full of stressful moments, but they certainly don't want diaper leaks to be one of them. To ensure that leaks don't put a damper on festive family fun, Luvs with NightLock™ features Luvs largest absorbency ever and helps lock away wetness, even overnight, so that parents and babies can enjoy a leak-free experience every day.

As a brand that celebrates the humorous, light-hearted side of parenting, Luvs has released a series of "Will It Leak" videos on their social media channels that highlight how Luvs with NightLock™ provides babies (and parents' valuables) with the ultimate in wetness protection. Their Will It Leak "Santa Suit" spot shows how Luvs with NightLock™ helps to celebrate and preserve one of the most iconic holiday moments - a photo on Santa's lap - by keeping wetness away from holiday outfits AND Santa's suit. Wetness stays absorbed in Luvs diapers, where it belongs.

To kick off the leak-free holiday season and bring their Will It Leak "Santa Suit" video to life, Luvs hosted a special event Tuesday afternoon at The Children's Museum of Manhattan. Celebrity dad, expectant father, and actor, Donald Faison, suited up as Santa Claus and invited parents and little ones in the New York City area to celebrate the festive season and capture a holiday keepsake. Little ones in Luvs had the chance to sit on Donald's lap, snap a photo with him and put Luvs wetness protection to the test, allowing parents to cross 'diaper leaks' off their list of stressful moments this holiday season.

"As a father of a toddler and with a little one on the way, I know firsthand how hectic the holiday season can be, so not having to worry about diaper leaks is a holiday miracle in itself," said Donald Faison. "When Luvs asked me to suit up as Santa to help families celebrate leak-free holidays, I said 'absolutely' and 'can I keep the suit?'"

Luvs wants everyone to have a leak-free holiday season - and this year, Luvs is turning video views into diapers! For every view the Will It Leak "Santa Suit" video receives from December 9 - 25, Luvs will provide diapers to children in need through Children's Miracle Network Hospitals.¹ Parents can head over to Luvs YouTube page (www.youtube.com/luvsdiapers) to view the video and help parents and babies across the country have a leak-free holiday.

¹ Luvs will donate up to 100,000 diapers to Children's Miracle Network Hospitals.

To be taken directly to the Luvs Will It Leak "Santa Suit" video and turn video views into diapers for the Children's Miracle Network Hospitals, please visit:

<http://www.youtube.com/watch?v=IFQTe9K7ZHY&list=UU4pyk3jfHEcOAPxG18IKLag>

To view footage from the #LuvsLeakFreeHoliday event with Donald Faison, please watch:

<http://www.vistaworldlink.com/Luvs/>

About Luvs®

Luvs diapers are proud to be called the "official diaper of the experienced mom." With ultra leakage protection and a money-back guarantee, Luvs with NightLock™ provides premium features for less cost. Luvs diapers are available in sizes newborn through 6, and along with Luvs wipes, can be found at mass, discount and grocery stores where baby care products are sold.

For more information on Luvs diapers, visit <https://www.luvydiapers.com> or the brand's social media channels on Facebook (<https://www.facebook.com/luvsgiapers>), Twitter (<https://www.twitter.com/luvs>) and YouTube (<https://www.youtube.com/luvsgiapers>).

About Procter & Gamble (NYSE:PG)

P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Children's Miracle Network Hospitals

Children's Miracle Network Hospitals® raises funds and awareness for 170 member hospitals that provide 32 million treatments each year to kids across the U.S. and Canada. Donations stay local to fund critical treatments and healthcare services, pediatric medical equipment and charitable care. Since 1983, Children's Miracle Network Hospitals has raised more than \$5 billion, most of it \$1 at a time through the charity's Miracle Balloon icon. Its various fundraising partners and programs support the nonprofit's mission to save and improve the lives of as many children as possible. Find out why children's hospitals need community support, identify your member hospital and learn how you can Put Your Money Where the Miracles Are, at CMNHospitals.org and facebook.com/CMNHospitals.

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