



Leading Professional Merchandising®

**FOR IMMEDIATE RELEASE**

## **Storecast Merchandising Corporation**

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### **STORECAST MERCHANDISING AWARDED RETAIL EXECUTION CONTRACT**

*Deal with Procter & Gamble Makes Storecast  
Preferred Partner For Retail Execution Services*

Malvern, PA and Cincinnati, OH – May 30, 2006 – Storecast Merchandising Corporation today announced that The Procter & Gamble Company (NYSE: PG) has selected Storecast for its retail execution services in the U.S. Under a multi-year agreement, Storecast will supplement the efforts of P&G's internal retail organization in providing services to customers in the grocery, chain drug, mass merchant and other channels.

The partnership calls for Storecast personnel to provide onsite merchandising services for all P&G product lines at designated retail locations nationwide. Working closely with P&G's retail organization, specific services include store resets, store remodels as well as other select merchandising initiatives. The arrangement has been designed to promote greater efficiency, while ensuring reliable, quality execution for P&G's valued retail customers. P&G will begin transitioning the work to Storecast in July, 2006.

“We are humbled that Procter & Gamble has chosen to partner with Storecast in serving their retail customers and supporting their brands,” stated Storecast CEO Vince Willis. “Historically, most consumer products companies would typically choose between providing retail execution through in-house resources, or relying on a broker organization. By structuring a unique internal/external partnership model, we have created a new reality that offers consumer product companies and retailers a superior alternative for merchandising services that will improve the consumer shopping experience.”

“Our relationship with Storecast will advance our goal of creating one of the largest and most effective retail organizations, with each partner focusing on the aspects of execution it can perform best,” said Pam Carey, director of retail operations for Procter & Gamble. “Storecast has a solid track record of working with both the P&G and Gillette retail operations, and has one of the most experienced management teams in the merchandising services field.”

#### **About Storecast Merchandising Corporation**

Storecast Merchandising Corporation deploys more than 10,000 core employee merchandisers on a national basis to provide innovative merchandising services, including continuity merchandising; reset, new store and remodel services. Combined with Archway Merchandising, the company caters to over 300 leading retailers and consumer goods manufacturers covering more than 40,000 retail units nationally. Founded in 1943, Storecast partnered with Lake Capital in 2004 to continue building a leading national merchandising services firm across all channels of distribution. More information about Storecast is available at [www.storecast.com](http://www.storecast.com).

## **About The Procter & Gamble Company (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<sup>®</sup>, Tide<sup>®</sup>, Ariel<sup>®</sup>, Always<sup>®</sup>, Whisper<sup>®</sup>, Pantene<sup>®</sup>, Mach3<sup>®</sup>, Bounty<sup>®</sup>, Dawn<sup>®</sup>, Pringles<sup>®</sup>, Folgers<sup>®</sup>, Charmin<sup>®</sup>, Downy<sup>®</sup>, Lenor<sup>®</sup>, Iams<sup>®</sup>, Crest<sup>®</sup>, Oral-B<sup>®</sup>, Actonel<sup>®</sup>, Duracell<sup>®</sup>, Olay<sup>®</sup>, Head & Shoulders<sup>®</sup>, Wella, Gillette<sup>®</sup>, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit [www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

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