



TIDE AND HGTV PROPERTY BROTHER JONATHAN SCOTT PROVE YOU CAN NOW TIDE OUTSIDE THE LAUNDRY

Jonathan Scott Puts Previously Unwanted Household Items Back to Use with Tide Oxi Multi-Purpose Stain Remover

Cincinnati, OH (June 3, 2014) – Procter & Gamble (NYSE:PG) is partnering with HGTV Property Brother Jonathan Scott to showcase the versatile cleaning power of Tide Oxi Multi-Purpose Stain Remover which features more than 225 household uses. Now you can use Tide to clean almost anything throughout your entire home, including everything from carpet and upholstery, to tile and grout, bathtubs and even patio furniture! To prove the powerful clean of Tide Oxi, Jonathan Scott scoured the streets of NYC and Craigslist to find some of the dirtiest household items Americans discarded and cleaned them up with the new multi-purpose cleaner.

While most people choose to throw away dingy and stained items, now you can “#Tidethat” with Tide Oxi, and give your favorite things a deep clean to remove dirt, grime and stains to maximize their value and avoid purchasing new items.

“For years Tide has been transforming the way we care for our clothing. Now with Tide Oxi, we are moving outside the laundry room to use the power of Tide not only as an in-wash scent-booster, but also as a multi-purpose cleaner with 225 uses throughout the home,” said Karen Klei Schlosser, Associate Marketing Director, P&G North American Fabric Care. “Now we’ve partnered with Jonathan Scott to show the simple ways to get your home in tip-top shape – from your wardrobe to your house with Tide Oxi.”

Tide Oxi Adds Value to Homes

Maximizing home value is especially important when putting a home on the market, and late spring or early summer is the best time to do this. It’s also a popular time to spruce up your home and it doesn’t have to cost a lot. Here are a few tips from Jonathan on how to revamp your home this summer without breaking the bank:

- **Prep Your Home:** Even before meeting with a realtor, get your house ready to sell. To increase the selling value of your home and even help it sell faster you’d be surprised the value that cleaning provides
- **Restore Overly Used Surfaces:** The kitchen is one of the messiest areas of the home subject to food and drink spills. Be armed to tackle a variety of kitchen messes with a multi-purpose cleaner that can clean everything from counters to floors and even kitchenware.
- **Look for Bargains in Unexpected Places:** There’s no need to buy expensive furniture. Scour the internet and flea markets for used pieces to upcycle. Many items others find unusable just need a good cleaning with Tide Oxi to experience a transformation.
- **Reuse Items from Last Season:** Make your patio the talk of the neighborhood without spending a lot of money. Transform key pieces of furniture, such as patio furniture from old to “is that

new?” with Tide Oxi. Get into crevices and remove tough stains and dirt leftover from last year by giving cushions a good scrub with this terrific cleanser.

“If you plan on selling your home, make sure your home is spotless and immaculately cleaned, including the furniture, to optimize the staging experience,” Jonathan Scott advised. “Staging can increase the selling time and value of your home.” Jonathan has seen homes sell for up to \$20K more than the asking price when staged well.

Tide Donates to Habitat for Humanity

Some of the household items were made available to the Habitat for Humanity Restore resale outlets, which sell new or gently used household items to raise funds to help create affordable housing.

About Tide Oxi Multi-Purpose Stain Remover

Tide Oxi is a powerful multi-purpose cleaner that can be used inside and outside the wash – use as an additive with detergent or make a solution with water to use it almost anywhere around your home. With more than 225 household cleaning uses, now you can “Tide that” to just about anything. When added to detergent it helps brighten colors and whites to retain their color. The key to this powerful clean is an ingredient called NOBS, which works with peroxide to form peracid – a stronger form of bleach versus peroxide alone, resulting in stronger stain fighting power. More importantly, peracid is a color-safe bleach, making it ideal for clothing and fabrics.

For more information on Tide Oxi, visit Tide.com.

About Jonathan Scott

Jonathan Scott makes up one half of real estate’s twin brother duo that stars in HGTV’s hit series, Property Brothers. As the perfectly matched two-man team, Drew and Jonathan Scott have a knack for finding down-and-out fixer-uppers and turning them into perfect properties for their clients. Jonathan, a licensed contractor, has invested nearly 15 years in the real estate industry.

About Tide®

For over 65 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 a portfolio of laundry detergents and additives including Original Ultra Tide Liquid, Tide Pods®, Tide Plus Collection (Tide Ultra Stain Release, Tide Plus Febreze Freshness, Tide Coldwater Clean, Tide Plus a Touch of Downy, Tide Plus Bleach Alternative, Tide Plus Febreze Sport), Tide Boost, Tide Washing Machine Cleaner, Tide Oxi and Tide To Go. Tide offers formulas in liquid, powder and single-use Tide Pods® which provide a clean you can trust. Visit www.tide.com for product information, practical laundry tips, special offers and become a fan of Tide on Facebook (www.facebook.com/Tide) to see our latest offerings.

About Procter & Gamble

P&G serves approximately 4.8 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Duracell®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, Wella® and Whisper®. The P&G community includes operations in approximately 70 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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