



latest innovations

With just one wash, **Ultra Downy® April Fresh** fabric softener provides an entire week of motion-activated freshness, allowing consumers to enjoy the “clean sheet day” experience for seven whole days.

Ultra Downy® April Fresh—with dual note scent pearls—allows consumers to climb into renewing, motion-activated freshness for seven days:

- Whether they like to jump in, tuck the sheets in tight around them or just pull them up close to their chin, people love the feeling they get when they climb into clean, fresh sheets. Ultra Downy April Fresh fabric softener delivers a long-lasting scent experience, so that consumers can revel in a feeling of motion-activated freshness each time when they climb into bed--whether it's the first day of the week or the seventh.
- In addition to the Ultra Downy April Fresh, Downy is also introducing a new vibrant floral scent, Sun Blossom.



experience
clean sheet ~~day~~ week™



About Ultra Downy April Fresh Technology:

Upgraded Ultra Downy® April Fresh fabric softener has dual note scent pearls that extend “clean sheet day” into “clean sheet week.”

Availability:

The new formula is available in Ultra Downy April Fresh, Ultra Downy Clean Breeze and Ultra Downy Sun Blossom and will be available in July 2010 at mass market retailers nationwide in the U.S. and Canada.



Contacts

Sarah Pasquinucci
ER NA Fabric Care
513.983.2324
pasquinucci.sm@pg.com

Stephanie Figura Carmody
DeVries Public Relations
646.253.0220
sfigura@devries-pr.com