

NOTICE OF APPLICATION FOR APPROVAL OF AN ACQUISITION

- Applicants:
1. The Procter & Gamble Company (“P&G”)
 2. Sara Lee Corporation (“Sara Lee”)
- Proposed Acquisition: P&G propose to acquire the air care business of Sara Lee.
- Industries Involved: Air care products.

The JCRA invites any comments regarding the proposed acquisition. The deadline for comments is 2pm Wednesday 19 May 2010. Please make your comments by letter marked for the attention of Rob van der Laan, Senior Case Officer, at 2nd Floor, Salisbury House, 1 – 9 Union Street, St Helier, Jersey JE2 3RF or by e-mail to r.vanderlaan@jcra.je. A public version of the application form is available upon request from Kerstee Norris on 01534-514995 or by e-mail k.norris@jcra.je.