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Contact: Wendy Zaas/Jennifer Fader
Rogers & Cowan
310-854-8148/310-854-8155
wzaas@rogersandcowan.com/jfader@rogersandcowan.com

Dawn, RockYou Partner to Enlist Everyday Wildlife Champions

RockYou Creates Customized Pieces of Flair Application for the “Dawn Saves Wildlife” Campaign

September 16, 2009 - Redwood City, Calif. – RockYou , the leading innovator, creator and distributor of content on the social web, announces it has teamed up with Procter & Gamble’s Dawn brand to drive user engagement for the “Dawn Saves Wildlife” campaign and encourage consumers to join the movement through Dawn’s Everyday Wildlife Champions Facebook fan page:
www.facebook.com/dawnsaveswildlife

Using RockYou’s Pieces of Flair application, which reaches more than 5 million people per month, users can share Dawn branded Flair buttons of oil-covered animals that are cleansed with Dawn dishwashing liquid. These buttons can be shared with friends and posted to a user’s Facebook wall and newsfeed. Additionally, users can choose from a variety of animals to adopt as a pet and display on their profile page.

The campaign, which launched in July 2009, has already experienced significant success. In less than three weeks more than 1.3 million Pieces of Flair were shared, more than 500,000 Pieces of Flair were posted to profile pages and nearly 1 million people in the brand’s target demographic were reached through the application alone. RockYou estimates that an additional 1 million Facebook users were exposed to the campaign through newsfeed and profile postings.

“The resounding success of this campaign can be attributed to keeping the user experience in mind and being careful to develop a call to action that was both meaningful and relevant,” says Ro Choy, chief revenue officer, RockYou. “By providing the user the ability to clean, share or adopt a variety of impacted animals, we were able to tell Dawn’s wildlife story in an authentic and engaging way that has built-in viral appeal. We always put the user at the center of our campaigns and are thrilled with the results.”

Led by their digital advertising agency, MediaVest NY, a division of Starcom MediaVest Group, Dawn initiated a social media campaign with specific goals of positioning the “Everyday Wildlife Champions” fan page as the premier online community for wildlife conservation. The program is centered on Dawn’s donation of \$1, up to \$500,000, to the Marine Mammal Center and the International Bird

Rescue Research Center for every special edition bottle purchased and activated online at www.dawnsaveswildlife.com. Each \$1 donation will be split evenly between the two not-for-profit organizations.

“Dawn has been focused on keeping the line between branding and cause clear. While Dawn is the driving factor behind the program’s success, it is ultimately the passion for wildlife conservation that drives the consumer,” said Susan Baba, external relations manager, Procter & Gamble. “Working with RockYou has helped Dawn raise awareness of this wildlife conservation effort and invite consumers to join the Everyday Wildlife Champions movement. In two months, 11,000 fans have joined the page and are actively discussing wildlife issues and events across the country. In addition, over \$50,000 in donations has been activated online at www.dawnsaveswildlife.com.”

For more than 35 years, Dawn dishwashing liquid has been a vital tool used by wildlife conservation organizations, with thousands of bottles donated, saving over 75,000 animals affected by oil spills.

The “Dawn Saves Wildlife” page can be viewed here:

<http://apps.facebook.com/getflair/dawnwildlife.php>

About RockYou

RockYou is the leading innovator, creator and distributor of content on the social web. With over 46M monthly US users, 178M users worldwide and 15 billion global impressions, advertisers have the ability to tap the social networking audience directly, through timely and effective campaigns. The company provides customized, one-of-a-kind branding and promotional opportunities through its network of applications on social networking platforms like Facebook, MySpace, Bebo and Friendster. RockYou's advertising platform is the largest social media ad network and the most dynamic way for brands and advertisers to reach social media users. Headquartered in Redwood City, California, RockYou is funded by Sequoia Capital, Partech International, Lightspeed Venture Partners, DCM, SK Telecom Ventures and Softbank. For more information, please visit <http://rockyou.com/corp/about.php>.

About Procter & Gamble

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®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.