

PROCTER & GAMBLE CO  
Form 8-K  
February 18, 2010

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 OR 15(d) of The Securities Exchange Act Of 1934

Date of Report (Date of earliest event reported) February 18, 2010

THE PROCTER & GAMBLE COMPANY  
(Exact name of registrant as specified in its charter)

|  |                                   |  |
|--|-----------------------------------|--|
| Ohio<br>(State or other jurisdiction of incorporation)                                   | 1-434<br>(Commission File Number) | 31-0411980<br>(IRS Employer Identification Number) |
| One Procter & Gamble Plaza, Cincinnati, Ohio<br>(Address of principal executive offices) |                                   | 45202<br>Zip Code                                  |
| (513) 983-1100<br>(Registrant's telephone number, including area code)                   |                                   | 45202<br>Zip Code                                  |

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 7.01 REGULATION FD DISCLOSURE

On February 18, 2010 The Procter & Gamble Company (the "Company") issued a news release with regard to the Company's remarks made at the Consumer Analyst Group of New York annual conference today. The Company is furnishing this 8-K pursuant to Item 7.01, "Regulation FD Disclosure."

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this Report to be signed on its behalf by the undersigned hereunto duly authorized.

THE PROCTER & GAMBLE COMPANY

BY: /s/ E. J. WUNSCH  
E. J. Wunsch  
Assistant Secretary  
February 18, 2010

EXHIBIT(S)

99. News Release by The Procter & Gamble Company dated February 18, 2010.