

PRINGLES ANNOUNCES FIRST-OF-ITS KIND TECHNOLOGY
THAT PRINTS DIRECTLY ON INDIVIDUAL CRISPS

*-Revolutionary New Pringles Prints™ Will Initially Feature Fun Facts and Animal Facts
for Kids in Innovative Partnership with Hasbro's Trivial Pursuit® Junior-*

CINCINNATI, May 20, 2004 – The Procter & Gamble Company (NYSE: PG), the makers of Pringles®, the #1 selling stacked potato crisp, today introduced Pringles Prints, an innovative snack that features a unique, fun design printed on every crisp. The revolutionary Prints technology, from the brand that invented the stacked chip category, allows P&G to customize the crisps by printing words and images in a variety of colors directly on the chip.

Supported by a multi-million dollar marketing campaign, including television advertising new packaging, and coupons, Pringles Prints builds on the successful introduction of Snack Stacks® in 2002.

P&G is partnering with Hasbro (NYSE:HAS), a worldwide leader in children's and family leisure time entertainment products, to use Trivial Pursuit Junior trivia content. Pringles Prints will feature 2,400 fun trivia questions and answers from six different Trivial Pursuit Junior categories (Today & Tomorrow, Music, Movies, Nature, Yesterday and Whatever) randomly printed on the potato crisps. Pringles Prints Trivial Pursuit Junior will be available nationwide in August 2004. Additionally, Pringles Prints Fun Facts, Animal Facts and Jokes will become available in select U.S. retail locations in June and July 2004.

“Pringles is the leader and founder of the stacked crisp category and now we’re taking it to a whole new level,” said Jamie Egasti, Vice President of Procter & Gamble’s North America Snacks Division. “With the introduction of Pringles Prints, we have developed a new way to delight consumers by adding fun and excitement to one of kids’ favorite lunchtime snacks while delivering incremental volume growth for our customers.”

Pringles Prints are made using a proprietary technology. Words and images can be printed on one side of the crisp right side up, upside down, in blue or red. This technology is the first-of-its kind in the U.S. to be used on food. The technology uses food colorings and doesn’t alter the delicious taste of this popular snack.

For now, Pringles Prints will be available in Original flavor only in canister and Snack Stacks sizes. Snack Stacks Prints offer a portion control size that is convenient for mom and fun for kids, and is perfect for the lunchbox. Pringles Prints in Canisters and Snack Stacks have a suggested retail price equivalent to other Pringles products of similar size. In the future, Pringles Prints introductions will feature new printing colors, designs, images and innovative partnerships.

For more information on Pringles, visit <http://www.pringles.com>.

About P&G

Two billion times a day, P&G brands touch the lives of people around the world. The company has one of the largest and strongest portfolios of trusted, quality brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Bounty®, Pringles®, Folgers®, Millstone®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Actonel®, Olay® and Clairol Nice 'n Easy®. The P&G community consists of nearly 98,000 employees working in almost 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

About Hasbro

Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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