

**Paris, France – December 28, 2009 - The Consumer Goods Forum announced today the following organizational changes:**

A.G.Lafley, 62, who is retiring as Chairman from the Procter and Gamble Company, will delegate as from January 1, 2010 for the remainder of his mandate expiring in June 2010, the entirety of his powers as Co-Chair of The Consumer Goods Forum to Muhtar Kent, Vice-Co Chair representing the Manufacturer College who will act as Co-Chair. Muhtar Kent is Chairman and Chief Executive Officer of The Coca-Cola Company.

**The Consumer Goods Forum**

The Consumer Goods Forum is an independent, global, parity-based consumer goods network founded to enable its members improve the way they meet the needs of the world's ever more knowledgeable and demanding consumers. It brings together the CEOs and senior management of over 650 retailers, manufacturers, service providers and other stakeholders across 70 countries. The Forum was created in June 2009 with the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum. The Consumer Goods Forum is governed by its Board of Directors, which includes an equal number of manufacturer and retailer CEOs and Chairmen. Forum member companies have combined sales of EUR 2.1 trillion. With its headquarters in Paris and its regional offices in Washington, D.C., Singapore, Tokyo and Shanghai, The Consumer Goods Forum serves its members throughout the world.

This press release is available on the website <http://www.theconsumergoodsforum.com>

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