

PROCTER & GAMBLE CO  
Form 8-K  
December 11, 2009

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) December 11, 2009

| THE PROCTER & GAMBLE COMPANY<br>(Exact name of registrant as specified in its charter)   | 1-434<br>(Commission File Number) | 31-0411980<br>(IRS Employer<br>Identification Number) |
|--|-----------------------------------|---|
| Ohio<br>(State or other jurisdiction<br>of incorporation)                                |                                   |   |
| 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<br>code)                | 45202<br>Zip Code                 |   |

- o 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 December 11, 2009, The Procter & Gamble Company (“Company”) and the Sara Lee Corporation (“Sara Lee”) issued a news release announcing that the companies have reached an agreement for the purchase of Sara Lee's Ambi Pur brand by the Company.

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  
December 11, 2009

EXHIBITS

99.1 News Release by The Procter & Gamble Company dated December 11, 2009.