



**FOR IMMEDIATE RELEASE**

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**PAMPERS® APPOINTS FITNESS EXPERT AND STROLLER STRIDES® FOUNDER  
LISA DRUXMAN TO PAMPERS PARENTING INSTITUTE**

*Druxman Will Serve as Newest Lifestyle Consultant  
Bringing Timely, Relevant Fitness Information and Tips to Parents via Pampers.com*

**CINCINNATI (February XX, 2008)** – More than 4 million women become mothers in the U.S. each year and getting back in shape after the birth of their babies is a common concern for many. Just in time for the New Year, Pampers®, a trusted name in baby and toddler care, is providing moms with valuable “mom” fitness tips through a new partnership with fitness expert Lisa Druxman, the creator of the largest and fastest growing exercise program for new moms and their babies, Stroller Strides. Druxman has been appointed as the newest member the Pampers Parenting Institute, serving as a Pampers Lifestyle Consultant. Over the next year, parents can visit [www.Pampers.com](http://www.Pampers.com) to view exercise demonstrations, get health and wellness information, and see responses to other parents’ questions on topics of fitness, exercise and nutrition.

PPI consists of maternal, child health and lifestyle experts that Pampers retains to deliver personalized, trusted and relevant insights to parents and media through all stages of baby development. Via exclusive content posted on Pampers.com, PPI provides parents with the best information and tools to help them, their babies, and their worlds thrive and develop. Druxman will join current PPI member Armin Brott, known as “Mr. Dad” and author of a popular series of parenting books aimed at fathers, as a Pampers Lifestyle Consultant.

“Many moms are interested in general health and fitness following the birth of their child and we’re excited to have Lisa as a member of PPI to help us provide the information that moms want most,” said Jodi Allen, North America Marketing Director, Pampers Baby & Toddler Care. “Pampers has been in the business of caring for babies and the parents that care for them for nearly 40 years and we will continue to offer the same great medical and child development resources while also broadening the scope of the content that we provide on Pampers.com.”

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A longtime fitness industry veteran, Druxman has worked as a group exercise instructor, personal trainer and club manager at some of the country's finest health clubs. But it wasn't until she became a mom herself that she realized the need for specialty "mom" fitness. As soon as Druxman's son was born, she got outside with her stroller. Not having the time to get back to the gym, she created a series of exercises she could do *with* her son, and a new family-friendly workout was born.

Druxman received her Master's degree at San Diego State University in Psychology with an emphasis in Exercise Adherence and Weight Control. She is an active member on the board of the Postpartum Health Alliance.

Stroller Strides is the country's largest and fastest growing fitness program for moms. There are currently more than 600 Stroller Strides class locations serving 20,000 clients in 44 states throughout the U.S. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. The classes offer women support through their new experience as a mother. It's a "feel good" program where moms get back in shape, gain new friendships and enjoy time with their babies. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).

### **About Pampers®**

Pampers is a trademark of Procter & Gamble (NYSE:PG) and the company's largest global brand and is the world's top-selling diaper brand. The company's business is inspired by babies and toddlers, created by Pampers. For more information on Pampers and the Pampers Parenting Institute, visit [www.pampers.com](http://www.pampers.com).

### **About Procter & Gamble [NYSE:PG]**

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®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella, Gillette®, and Braun. The P&G community consists of over 135,000 employees working in over 80 countries worldwide. Please visit [www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.