

*P&G*beauty

OPERATION
ONCE IN A LIFETIME

Hello,

Operation Once in a Lifetime has been fortunate enough in the past to have worked with great partners to help support our returning troops. With over 200,000 fellow soldiers continuing to return stateside in 2009, we are excited to announce a partnership with Procter and Gamble (P&G), the largest consumer goods product company in the world.

Because you are an inspiration for us, P&G and OOIAL hope to show you an inkling of the immense gratitude we feel for all the work and risks you have taken by granting the wishes of seven deserving US soldiers starting this August.

We are encouraging you, your family and/or friends to write in to help make a change in your life and/or the lives of your fellow service men and women. The goal of P&G and OOIAL is to grant seven heartfelt wishes and to impact a soldier's life through the hope, strength and blessing that comes from receiving the wish. Please keep in mind the following two criteria when submitting:

- A wish experience should be a source of inspiration for soldiers undergoing difficult financial and emotional situations and a positive force that helps them overcome their current and/or future obstacles.
- A wish experience is more than a dream come true, it's a promise of a better future.

Starting today, please submit one wish in 250 words or less, along with two pictures, one of yourself or the soldier and one that best captures the wish, to PandGgrantswishes@mahercomm.com.

Please limit entries to one per soldier.

On behalf of P&G, we want to thank you in advance for sharing your wishes with us. We are excited to make your wishes a reality.

Thank you,
Sgt. Patrick Sowers