

PROCTER & GAMBLE CO  
Form 8-K  
November 12, 2008

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 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): November 10, 2008**

**THE PROCTER & GAMBLE COMPANY**

(Exact Name of Registrant as Specified in Charter)

**Ohio**  
(State or Other Jurisdiction)

**1-434**  
(Commission File Number)

**31-0411980**  
(IRS Employer)

Edgar Filing: PROCTER & GAMBLE CO - Form 8-K

of Incorporation)

Identification No.)

**One Procter & Gamble Plaza, Cincinnati, Ohio**  
(Address of Principal Executive Offices)

**45202**  
(Zip Code)

**Registrant's telephone number, including area code: (513) 983-1100**

**Not Applicable**

**(Former Name or Former Address, if Changed Since Last Report)**

Check the appropriate box if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. 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 November 10, 2008, The Procter & Gamble Company ( P&G ), an Ohio corporation, in connection with announcing the final results of its exchange offer related to the separation of P&G s coffee business, announced the amount of the after-tax gain from the transaction as follows:

Based on actual proceeds from the transaction, P&G now expects the gain from the Folgers transaction to be approximately \$0.63 per share, an increase of \$0.13 per share from the previous estimate of \$0.50 per share. Based on the new estimate, the company now expects earnings per share of \$1.58 to \$1.63 for the October - December quarter and \$4.28 to \$4.38 for the 2009 fiscal year. P&G plans to announce the final gain on the transaction as part of its report of December quarter results, which is currently scheduled for January 30, 2009.

The foregoing information is being furnished under Item 7.01 Regulation FD Disclosure. Such information shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such filing.

**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  
November 10, 2008