

Procter & Gamble

Procter & Gamble (Asia) Pte Ltd

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Mr. Gregory Burns
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June 30, 2003

Dear Gregory,

I want to sincerely thank you for being our keynote speaker at the 2003 Procter & Gamble Leadership Summit held last week in Singapore. Your message certainly left its mark based on the number of people that are still buzzing about your talk.

This is the second year that we've held our Leadership Summit and you are the second outside speaker that I have brought in to talk to all of my top 300+ leaders in the organization. My purpose in bringing in someone from the outside is to share some "outside of P&G" perspective, inspire them, and provide some new stories that my leaders can use with their people to help raise their game to the next level.

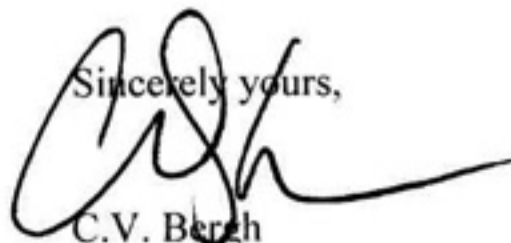
It was evident to me that you spent a great deal of time preparing for your talk specifically to tailor it to my audience. The very unique combination of your paralympic experience, developing career as an artist, successful business person at KFC/Pepsi, combined with your physical handicap, provide for some incredible perspective which helped you to hit the mark with my group. You understand business so could relate to them on business-specific issues that they deal with day in and day out. You're a competitor and a winner, which was part of the message that I wanted delivered. And you truly exhibit no fear.

Your message left an indelible mark on the people you touched during your talk. Throughout the balance of the week I heard a number of people comment on your "Vice-Principal story", where he squeezed your biceps and said, "you're pretty strong". A lot of people talked about your commitment and training, and how you deleted all distractions and worked an incredible schedule to achieve your goals. The concept and importance of having a balanced life: body, mind and soul played out numerous times during the balance of the week. Most importantly, I heard so many people comment how humbling it was to be an "able bodied" person sitting in the audience listening to someone who has physical handicap expand upon all that he has accomplished because he was committed to discovering his limits and then stretching himself to see how far he could grow.

I have seen a lot of motivational speakers in my years, and have had a number of guest speakers come and talk to my organization. However, I am quite certain that your talk will stand the test of time with my organization as having left a real solid imprint. I am sure that you will be back talking to other P&G audiences both within my organization, and more broadly around Procter & Gamble. And I am sure you will have continued success as an inspirational speaker.

If I can ever be of any help, perhaps to endorse your work, please don't hesitate to ask. And, maybe some day I'll see you in the pool.

Sincerely yours,



C.V. Bergh
President, Procter & Gamble
ASEAN/Australasia/India

CVB/ry