

# Consumer Corner

## Savvy Moms Share Insight And Opinions

(NAPSA)—Hey Moms! Do you ever feel like no one is listening to you? Moms in the know can now share their wisdom and insight in a way that benefits other moms.

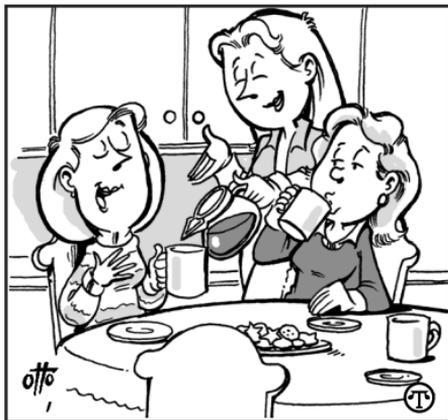
An exclusive group of women is being recruited to share insider information online about the latest products and services in the realms of home care, personal finance, pharmaceuticals and entertainment, including movies, television and music.

As members of this special group, moms will gain inside information about the latest and greatest new products and services. The moms are asked to vocalize their opinions on these products and services. The feedback they provide will be used to shape the products and services of the future.

The group is sponsored by Vocalpoint, a division of Procter & Gamble. Group members are never obligated to do or say anything, but if they have an opinion about a particular product or service, they are welcome to share those opinions with others. There are no obligations or costs involved and privacy is guaranteed.

In addition, as members of the select group, women receive an interactive biweekly newsletter that discusses the latest topics on current events and trends in the marketplace.

Moms interested in becoming a part of this exclusive group can simply log on to [www.vocalpoint.com](http://www.vocalpoint.com) and fill out a short survey. Once the survey is submitted and tabulated, those who are



**Women across the country are joining an exclusive group where all that's needed to participate is an opinion.**

accepted into the program will receive a sample of the latest products in beauty care.

“Over the years, Procter & Gamble has offered products that help moms run their households efficiently and economically, and we’ve often heard back from our customers about what they liked, or perhaps didn’t like, about a particular product,” says Amy Donges, Vocalpoint marketing manager.

“At P&G, we find this consumer feedback absolutely invaluable in helping us continuously offer products that best serve the needs of our customers. By developing Vocalpoint, P&G has set up a way for other companies to gain access to these very vocal and influential moms to gain access to their thoughts and feedback as well.”

To learn more about how to be a part of this program, log on to [www.vocalpoint.com](http://www.vocalpoint.com).