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Old Spice introduces 'Voice of Experience'

By Official Release
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CINCINNATI -- On the heels of its widely acclaimed advertising campaign launch, Old Spice continues to demonstrate its authority on the male experience by introducing "Voice of Experience" -- a new online destination that examines topics that are relevant to today's man and offers experiences, trends and upcoming event listings from a variety of experts.

Accessed through OldSpice.com, the site features a variety of unique thought leaders providing insight, guidance and perspectives that any true "man of experience" will appreciate. The Voice of Experience topic categories and "Experience Panel" include:

- **Cars Editor:** Two-Time NASCAR Nextel Cup Series champion **Tony Stewart**, who will not just look at life on the track, will provide personal views on all things automotive -- the hottest wheels on the street, his experiences on the road and what makes the ultimate ride.
- **Entertainment Editor:** Jamal Munnerlyn, on-air reporter and segment producer for *Access Hollywood* will give readers the "guy's guy" view of the entertainment industry, looking at who's hot and what to expect from the latest in movies, music and TV.
- **Fashion/Grooming Editors:** New York-based fashion consultant Alana Kelen and grooming expert Lori Hamlin -- who have styled the likes of Lenny Kravitz, John Legend, Kiefer Sutherland, Josh Duhamel, Jon Bon Jovi and Samuel Jackson -- will provide monthly advice on how men can look their best.
- **Food/Beverage Editor:** Nationally syndicated food columnist Ken Hoffman -- best known as the "Drive-Thru Gourmet" -- will share five-star insight to help guys get a great bite to eat anywhere from the thrive-thru to the stadium.
- **Games/Gadgets Editor:** Christopher Shanley, senior game tester for video game-developer Activision Inc., will provide a behind-the-scenes look at his life in the gaming industry and the latest trends and toys for the guy that demands the latest in technology.
- **Music Editor:** MTV music supervisor and Los Angeles-based entertainment manager Ben Hochstein will give readers a monthly run-down on the world of music -- from emerging bands to upcoming festivals to the best in live music.
- **Sports Editor:** Matt Buser, Yahoo! Sports columnist and fantasy sports leagues guru, will look at the NFL, NBA, NHL, MLB, NCAA and everything in between.
- **Dating & Relationships Editor:** Nationally recognized relationship expert and author April Masini -- featured everywhere from *Maxim* to *The New York Times* -- will give the female perspective on what guys need to have a dating streak to be envied.

The Experience Panel will develop original, monthly content for the site, which also will feature periodic celebrity "guest editors" in upcoming months. Voice of Experience goes live on Feb. 8, 2007.

As the leading deodorant/antiperspirant stick and body wash brand with guys, Old Spice has introduced several popular products within its Red Zone and High Endurance lines, including Red Zone Clear Gel and High Endurance Hair & Body Wash.

Old Spice also recently introduced a new, upscale fragrance for guys, OS Signature, which was named "Best Sporty Fragrance" by *FHM* in its 2006 Grooming Awards.



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