



Introducing New Palmolive® Oxy-Plus™

Dish liquid harnesses the power of oxygenated cleaning action

NEW YORK (April 15, 2004) - Continuing the popular oxy cleaning trend, Colgate-Palmolive announces the introduction of new Palmolive® Oxy-Plus™ dish liquid.

New Palmolive® Oxy-Plus™ is proven to be the toughest on grease. This breakthrough formula with its oxygenating cleaning action activates thick, rich suds -- cutting through the toughest grease and stuck-on food, lifting them away. And because it's from Palmolive®, consumers can be assured that it is mild on hands.

"With its oxy positioning and unique formula, this new dish liquid will appeal to consumers looking for the highest level of grease-cutting power," says Peter Ryan, Vice President and General Manager, U.S. Home Care for Colgate-Palmolive. "In fact, we feel so confident about the product's performance that we are offering consumers a money-back guarantee."

As the leading dish liquid equity in the world, Palmolive® was first to market an oxy dish liquid globally with the introduction of Palmolive® Oxygen in Europe in January 2003. Building on that success, the company created Palmolive® Oxy-Plus™ to address U.S. consumer needs.

New Palmolive® Oxy-Plus™ became available at food, drug and mass merchandisers nationwide in March 2004. Palmolive® Oxy-Plus™ features tinted bottles and eye-catching labels to stand out on shelf and is available in 13oz and 25 oz sizes in two fresh, revitalizing scents: Alpine Purity™ and Marine Purity™. It is priced parity to other Palmolive® dish liquids at \$1.99 for 13 oz and \$2.49 for 25 oz. The Palmolive® portfolio also includes Palmolive® Original, Palmolive® Dish liquid and Antibacterial Hand Soap, Palmolive® Dry Skin with Aloe, Palmolive® Aromatherapy™ and Palmolive® Spring Sensations®. General and Hispanic market support for the launch includes television advertising beginning in April 2004 as well as in-store displays and newspaper inserts.

Colgate-Palmolive is a leading global consumer products company tightly focused on Oral Care, Personal Care, Household Surface Care, Fabric Care and Pet Nutrition. In the U.S., Colgate sells its quality products under such nationally recognized brand names as Colgate, Palmolive, Mennen, Ajax, Irish Spring, Softsoap Brand, Murphy Oil Soap, Ultra Brite and Fab, as well as Hill's Science Diet and Hill's Prescription Diet pet foods. For more information about Colgate-Palmolive and its products, visit the company's web site at www.Colgate.com.

To view a photo of new Palmolive® Oxy-Plus™, please visit <http://www.newscom.com/cgi-bin/prnh/20040415/OXY>